

# Mark Scheme (Post-Standardisation)

## June 2008

GCE

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel and Tourism

## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

| Question | Example Answer   | Mark Allocation |
|----------|--|-----------------|
| 1(a)     | <p>Maximum 2 marks for each skill and quality clearly described.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Good eye contact (1)</li> <li>• Good communication skills, speaking clearly and slowly (2)</li> <li>• Good Listening skills to identify their needs (2)</li> <li>• Questioning Techniques such as using open questions (2)</li> <li>• Have patience with the customers (1)</li> <li>• Numeracy skills to add up how much customers pay for their excursions (2)</li> <li>• Speak a foreign language (1).</li> </ul>  | <b>6 marks</b>  |
| 1(b)     | <p>Up to 2 marks for each clear description.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• At the welcome meeting (1)</li> <li>• Introduction at the airport - the clients would be unsure having arrived at an unknown destination. So Darcy has the opportunity to be a friendly face and put them at ease (2)</li> <li>• Transfer Speech on coach - new customers will want to know where they are going and what they can do. They will feel unsure and this is an opportunity for Darcy to show she knows what she is doing and that customers can rely on her as a friendly, safe pair of hands (2).</li> </ul>   | <b>6 marks</b>  |
| 1(c)     | <p>Maximum 2 marks for a clear explanation.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• It gives the rep the opportunity to gain the trust of the customer (1)</li> <li>• It is vital that reps get to know their clients as quickly as possible (1)</li> <li>• Some are only there for 7 days and the rep would want to make them feel at ease and give them as much as information as possible (1)</li> <li>• By establishing rapport (1), the rep then has the opportunity to ask the questions that move them into the next stage of the selling process (1)</li> <li>• Clients want to enjoy their holiday and feel good about the tour operator (1).</li> </ul> | <b>2 marks</b>  |

| Question                    | Example Answer  | Mark Allocation |
|-----------------------------|---|-----------------|
| 1(d)                        | <p>Up to 3 marks for each reasoned response relating to establishing rapport.<br/>Description without evaluation, maximum 2 marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• The letter lets customer know that the resort representative are aware that they will be at their resort for their holiday and is inviting them to her welcome meeting (1)</li> <li>• This is effective as it lets the customer know that Darcy and the company were awaiting their arrival (1) and they will feel they have a contact now if anything should go wrong (1)</li> <li>• It also is effective as they are being invited to the welcome meeting and therefore feel part of a group (1)</li> <li>• The letter is not effective as it is just a standard copy everyone receives (1) and is not personal (1). People do not feel they are being treated as an individual (1).</li> </ul> | 6 marks         |
| <b>Total for Question 1</b> |   | <b>20 marks</b> |

| Question | Example Answer  | Mark Allocation |
|----------|---|-----------------|
| 2(a)     | <p>Maximum 2 marks for each reasoned response.<br/>Maximum 2 marks for examples.<br/>e.g.</p> <ul style="list-style-type: none"> <li>• Marketing objectives are the specific aims or goals that an organisation sets itself when deciding on its promotional activity (1)</li> <li>• Organisation must decide on their promotional activities (1) so they can select the most effective method in order to achieve their objectives (1).</li> </ul>   | <b>4 marks</b>  |
| 2(b)(i)  | <p>Maximum 3 marks for each explanation, applied to the objective.</p> <p>If generic rather than applied to the objective, maximum 2 marks.</p> <p>Maximum 2 marks for description only.</p> <p>The marks can be awarded for either detailed description with basic explanation i.e. 2+1, or basic description with detailed explanation i.e. 1+2</p> <ul style="list-style-type: none"> <li>• Produce a separate new European brochure (1)</li> <li>• Send letters to existing customers (1) to show them that European destinations are now included as they requested (1) so these are more likely to book European rather than UK destinations increasing the percentage of sales to European destinations (1)</li> <li>• For the new brochure, have half of the pages dedicated to European destinations (1) to give them a high profile, (1) so that potential customers will be made aware of the new products and therefore are more likely to book these - thus increasing the percentage of sales to Europe (1).</li> </ul> | <b>6 marks</b>  |

| Question | Example Answer   | Mark Allocation |
|----------|--|-----------------|
| 2(b)(ii) | <p>Maximum 3 marks for each explanation, applied to the objective.</p> <p>If generic rather than applied to the objective, maximum 2 marks.</p> <p>Maximum 2 marks for description only.</p> <p>The marks can be awarded for either detailed description with basic explanation i.e. 2+1, or basic description with detailed explanation i.e. 1+2</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Advertise in magazines generally read by over 50s (1)</li> <li>• Lots of 50+ age group are retired and spend a lot of their leisure time at golf clubs for example so Trojan Tours could do a promotional event at a golf club perhaps on different days as some days are ladies only and some days there are competitions on so they would capture lots of different people using the same promotion (2)</li> <li>• Trojan Tours could also sponsor a local bowling team as many people of the 50+ age range will also play bowls during their leisure time. They would therefore have access to the bowling club and create awareness of Trojan Tours and people may feel a loyalty to book their holiday with them so this would increase their proportion of 50+customers (3).</li> </ul> | 6 marks         |

| Question | Example Answer  | Mark Allocation |
|----------|---|-----------------|
| 2(c)     | <p>Max 3 marks for analysis of data without reference to website.</p> <p>Max 3 marks for website ideas without analysis of data.</p> <p>The marks can be awarded for either detailed description with basic explanation based upon analysis of the data i.e. 2+1, or basic description with detailed explanation based upon analysis of the data i.e. 1+2</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• By segmenting their target market by age they are then able to design their website to suit the needs of the specific age groups (1)</li> <li>• Only 10% of their customers are 17 - 29 year olds so they will not make too much of their website relevant to this age group (2)</li> <li>• 15% of their customers are under 16 years old so therefore Trojan Tours might design the information on the website to appeal to the family market through the use of appropriate language and images as most of under 16 year olds will travel with their parents (3).</li> </ul> | 6 marks         |
| 2(d)     | <p>Maximum 2 marks for clear description.<br/>No marks for age.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Lifestyle (1)</li> <li>• Geography (1) such as where people get on the coach (1)</li> <li>• Socio-economic grouping (1) where the market is divided into groupings depending on what job people do, for example target all people in an area in the C2 (skilled working class) social group (1).</li> </ul>  | 4 marks         |

| Question | Example Answer  | Mark Allocation |
|----------|---|-----------------|
| 2(e)     | <p>Maximum 3 marks for each reasoned judgement. Maximum of 1 mark will be awarded for comments about customer services if not related to segmentation or promotional activities.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• The questionnaire is designed so that TT can obtain lots of information about the clients that book holidays with them, e.g. their name, addresses, telephone number (1)</li> <li>• The questionnaire is effective because it asks customers for their addresses, so they can segment by geography and use this to target direct mail informing those that live in the North East the departure point in that area (2)</li> <li>• They can also see what part of the UK that majority of their customers come from and therefore might like to concentrate on areas where they have not many customers from, perhaps attend a holiday fair in that area (2)</li> <li>• There are no questions about lifestyles, socio-economic/employment of customers (1), so they do not get to know their potential customers very well, in terms of what they do, how much they earn, how they spend their leisure time etc (1).</li> </ul> <p><b>No marks for the design</b></p> | <b>6 marks</b>  |
| 2(f)(i)  | <p>Max 1 mark for example<br/>Product</p> <ul style="list-style-type: none"> <li>• European Coach Holiday (1)</li> <li>• Accommodation (1)</li> <li>• Car Parking (1)</li> <li>• Weekend for 2.</li> </ul> <p>Max 1 mark for example<br/>Price</p> <ul style="list-style-type: none"> <li>• £200 (1)</li> <li>• Free car parking.</li> </ul> <p>Max 1 mark for example<br/>Place</p> <ul style="list-style-type: none"> <li>• UK City Breaks (1)</li> <li>• European City Breaks (1)</li> <li>• Website (1).</li> </ul> <p>Max 1 mark for example<br/>Promotion</p> <ul style="list-style-type: none"> <li>• Leaflet (1)</li> </ul>   | <b>4 marks</b>  |



|  |  |  |
|--|--|--|
|  | <ul style="list-style-type: none"> <li>• Special Introductory rates(1)</li> <li>• Competition to win a weekend (1)</li> <li>• 3 nights in any EU city £200.</li> </ul> |  |
|--|--|--|

| Question Number |           | Indicative Content   |
|-----------------|-----------|--|
| 2(f)(ii)        |           | <p>Level 1 - The leaflet is dull, has no colour and the boxes do not stand out.</p> <p>Level 2 - Trojan Tours offer free car parking for any of their customers during the duration of their trip which means they can drive themselves to the pick-up point. This means they can park free and encourage people to choose one of the new destinations (objective 1) as car parking at airports is so expensive so this might persuade them to book a new destination.</p> <p>The marketing mix works together to increase the number of customers (objective 2) booking a European holiday by offering entry to the prize draw if they book a seven day holiday to any new UK destination before the 30 June 2008, as shown on the promotional leaflet.</p> |
| Level           | Mark      | Descriptor   |
| Level 1         | 1-3 marks | Basic explanation with limited assessment. Concentrating on layout rather than information in leaflet.   |
| Level 2         | 4-6 marks | More detailed explanation with clear assessment. Any reference to assessment of P's.   |

| Question Number | Indicative Content |
|-----------------|--------------------|
|-----------------|--------------------|

2(g)

**Level 1** - Most organisations now are using the latest design technology which will produce materials faster and of a higher quality and also probably more cost effective (2).

**Level 2** - Technology is improving every day with research and development so promotion can be done much more cost effectively, for example if Trojan Tours promote using the internet it means they do not have to post literature out to clients which will save them postage and packaging and also with less labour involved hopefully means more savings for the company. If Trojan Tours are doing displays or exhibits it is a good idea for them to hand out a DVD of their products, this way potential customers can take it home and watch it in the comfort of their own home and again this looks very professional and once the original is made, it doesn't cost a lot or involve a lot of time to make multiple copies. It also brings to life to actual holiday and is more persuasive for customers than just reading a brochure, therefore hopefully customers will enjoy it and book a holiday (4).

**Level 3** - As above and Promotion can be done much more effectively as technology can be used to develop DVDs as well as more traditional leaflets giving customers a more real idea what the holiday might be like therefore encouraging them to book.

Using up to date technology is much more effective as the database on customers can be updated easily and on a regular basis and therefore letters will not be sent to old addresses wasting time and money. Also, using up to date technology is much more effective as the database on customers can be updated easily and on a regular basis and therefore letters will not be sent to old addresses wasting time and money. Also, technological advances mean data will be kept on past purchases and therefore a closer match can be made to the purchasing pattern of the customer, so promotions can then be targeted to the people likely to be attracted given what they have done in the past.

Displays can become much more interactive which holds the customers attention better and therefore has a better opportunity of persuading them to book.

| Level                       | Mark      | Descriptor  |
|-----------------------------|-----------|---|
| Level 1                     | 1-3 marks | Basic responses that is mainly descriptive with little analysis or reference to technology. |
| Level 2                     | 4-6 marks | Detailed response with clear analysis.  |
| Level 3                     | 7-8 marks | Detailed analysis linked to scenario.   |
| <b>Total for Question 2</b> |           | <b>50 marks</b>   |

| Question | Example Answer   | Mark Allocation |
|----------|--|-----------------|
| 3(a)     | <p>Max 2 marks for each technique described.</p> <p>Public Relations</p> <ul style="list-style-type: none"> <li>• is where an organisation provides information about its products and services (1) using radio, TV and in the press (1).</li> </ul> <p>Displays</p> <ul style="list-style-type: none"> <li>• where promotional materials are presented in an interesting way (1) such as an exhibition or stand (1).</li> </ul> <p>Advertising</p> <ul style="list-style-type: none"> <li>• where another organisation is paid to promote products and services (1) through a range of media such as TV and radio (1).</li> </ul> | 6 marks         |

| Question Number             |           | Indicative Content   |
|-----------------------------|-----------|--|
| 3(b)                        |           | <p><b>Level 1</b> - They have used different techniques. They have sent a mail shot to all their current customers so that means they have targeted a large number of people (2).</p> <p><b>Level 2</b> - The letter to past customers on the database is a good idea as it will raise awareness that there is a new building with new exhibits. The leaflet will also raise awareness as it will be put in lots of different places. However none of the campaign is specifically targeted at domestic tourists so this objective seems to have been ignored.</p> <p><b>Level 3</b> - The press release sent to national radio and television should create awareness of the new building and its new exhibits. However, it needs to appear at popular times when lots of people are watching TV such as the evenings or perhaps at commuter time in the morning when people listen to the radio when travelling in their cars.</p> <p>The letter to everyone on the database will create awareness of the changes to past customers however it will not attract anyone new. Also, many on the database will be foreign tourists and sending letters to them will not increase domestic tourists.</p> <p>Overall all the methods outlined will help to create awareness of the new building and exhibits but the promotional campaign does not really target domestic tourists.</p> |
| Level                       | Mark      | Descriptor   |
| Level 1                     | 1-3 marks | Basic answers mainly descriptive.<br>No reference to the objectives - max 2 marks.   |
| Level 2                     | 4-6 marks | Some evaluation linking objectives.  |
| Level 3                     | 7-8 marks | Clear evaluation linking objectives to campaign.   |
| <b>Total for Question 3</b> |           | <b>14 marks</b>  |

| Question                         | Example Answer   | Mark Allocation |
|----------------------------------|--|-----------------|
| 4                                | <p>Up to 2 marks for description of promotional techniques used.<br/> Up to 2 marks for description of materials used.<br/> Up to 2 marks for where/how promotional techniques &amp; materials used.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Alton Towers had campaigned for the new ride Charlie and the Chocolate Factory. There was just TV and radio advertising and leaflets for that ride only (2).</li> <li>• Alton Towers had a campaign for the new ride Charlie and the Chocolate Factory. They used a range of techniques and materials and had a large budget to work with so included TV advertising (1). They use sales promotions (1) by giving discounts (1) to schools (1), Coca Cola were involved in sponsorship (1) of the ride by giving money to Alton Towers to display their name (1).</li> </ul> | 6 marks         |
| Total for Question 4             |  | 6 marks         |
| <b>TOTAL FOR PAPER: 90 MARKS</b> |  |                 |