

Answer ALL the questions. Write your answers in the spaces provided.

1. This question is about the sales process and buyer behaviour.

There are a number of stages involved in the sales process.

Two of the stages are:

- outlining features and benefits
- overcoming objections.

(a) Describe these **two** stages.

(i) Outlining features and benefits

.....

.....

.....

(2)

(ii) Overcoming objections

.....

.....

.....

(2)

Use the following information to answer Questions 1(b) and 1(c).

This morning, Shabina, a travel clerk in a large multiple agency, served two different types of customer, face to face.

The first customer type was a business man who urgently required a first class seat on a flight to New York.

The second customer type was a retired couple. Mr and Mrs Appleby wanted to celebrate their wedding anniversary in a European city where there is plenty to see and do. They were unsure of which destination would suit them.



Leave blank

(b) Identify and explain **one** skill/quality Shabina could use for each customer type to effectively meet their needs. You must identify a **different** skill/quality for each customer type and explain why it would be effective.

(i) Business man

Identify skill/quality

Explanation

.....

.....

.....

(3)

(ii) Retired couple

Identify skill/quality

Explanation

.....

.....

.....

(3)

(c) Identify the stage in the sales process that is described in each of the following scenarios.

(i) Having looked at a variety of different destinations and hotels, Mr and Mrs Appleby decided the Arts Hotel in Barcelona was beautiful, they agreed dates and they were excited by the brochure pictures. Shabina switched to the booking form screen on the computer.

.....

(1)

(ii) The day before Mr and Mrs Appleby were due to arrive at the hotel, Shabina arranged for some flowers to be in their bedroom on arrival.

.....

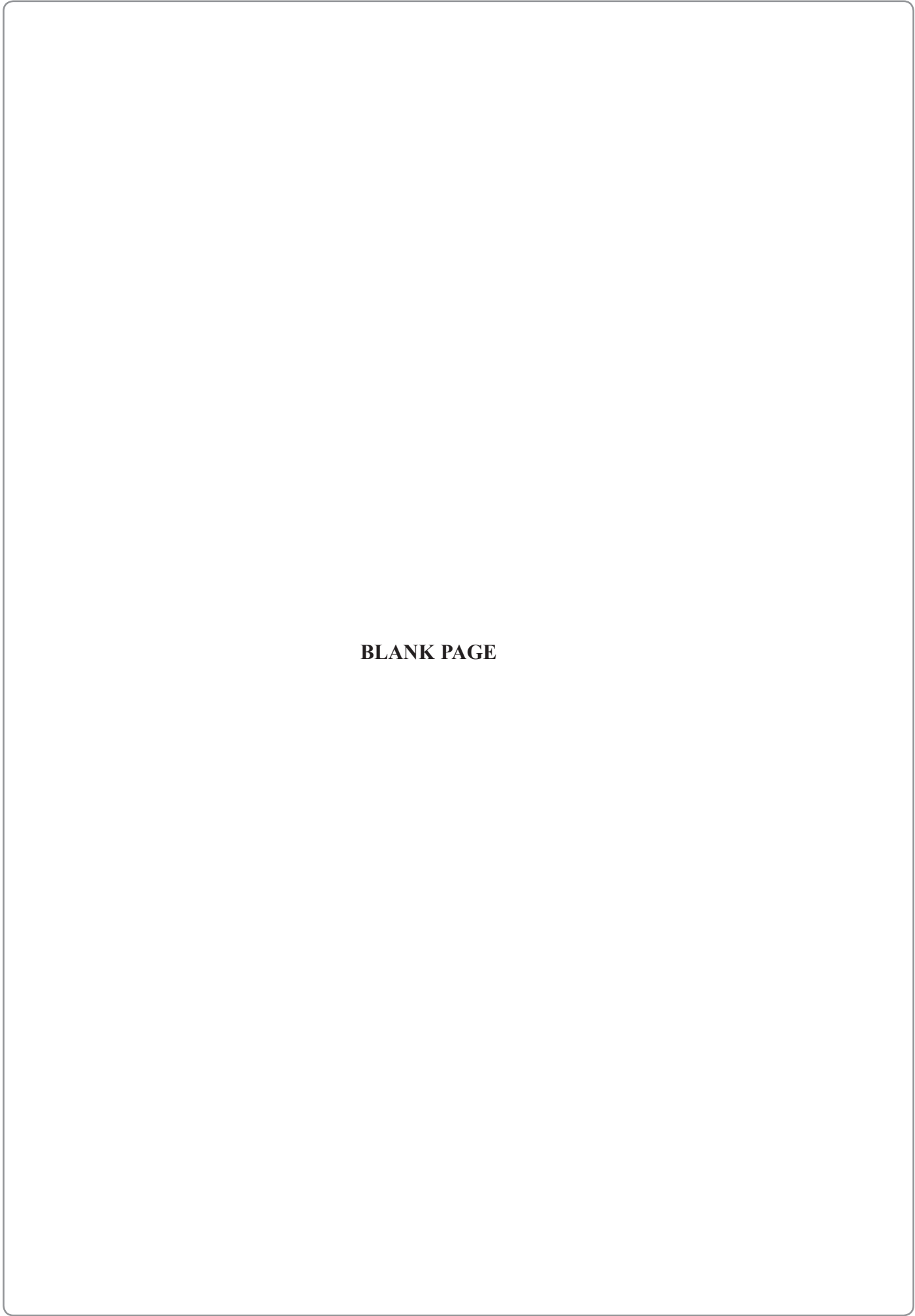
(1)

(Total 12 marks)

Q1

--	--





BLANK PAGE



Leave blank

2. 'Socio-economic groups' is one way of market segmentation.

(a) State **two** other ways used to segment the market.

1

2

(2)

(b) Explain why organisation(s) use 'socio-economic groups' to segment their market when developing promotional campaigns and materials.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)

Q2

(Total 8 marks)



Use the following information to answer Question 3.

Place

Getaway Airlines is currently based at Birmingham Airport. It operates flights from Birmingham and Stansted. Getaway Airlines plans to start operating flights from Manchester in June 2009.

Getaway Airlines operates flights to Istanbul, Marrakech, Antigua and Kenya.

Product

Getaway Airlines is seen as a quality brand. It has its own terminal for check-in at each airport, allowing check-in times and security queues to be greatly reduced. All seats give plenty of leg room. On-board entertainment consists of the latest games and films. The catering is well known for being excellent. Customers receive free champagne as they board the plane and there is a choice of menu.

Price

Getaway Airlines offers a quality service. The airline does not offer the cheapest fares, but charges a similar price to that of business class offered by larger airlines, such as British Airways.

Promotion

Getaway Airlines has a frequent flyer programme where customers collect points each time they fly and can use these to reduce the cost of future flights.

Other promotional activities the airline uses are adverts in newspapers, magazines and displays at trade exhibitions.



Leave
blank

One of Getaway Airlines' marketing objectives for 2009 is:

- to carry 100,000 passengers on the new flights from Manchester.
3. (a) Explain how **two** different forms of promotion could be used to achieve this objective.

1

.....

.....

.....

.....

.....

.....

.....

.....

(3)

2

.....

.....

.....

.....

.....

.....

.....

.....

(3)



(b) Two other objectives Getaway Airlines has for 2009 are to:

- increase repeat business by 10%
- sell 5000 seats to a tour operator specialising in wedding and honeymoon packages.

Explain how some or all of the airlines' current products, price, place and promotion could work together to meet these objectives.

(i) To increase repeat business by 10%.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)



Leave
blank

(ii) To sell 5000 seats to a tour operator specialising in wedding and honeymoon packages.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(6)



Leave
blank

(c) Getaway Airlines wants to investigate how well its promotional activities work. The market research team is considering two different methods:

- postal questionnaires to past customers
- analysis of sales figures.

Assess these two market research methods as a way of measuring the **effectiveness** of promotional activities.

(i) Postal questionnaires to past customers.

.....
.....
.....
.....
.....
.....

(3)

(ii) Analysis of sales figures.

.....
.....
.....
.....
.....
.....

(3)

(Total 24 marks)

Q3



BLANK PAGE



4. There are many different promotional techniques that travel and tourism organisations use.

(a) Describe each of the following promotional techniques.

(i) Sales promotions

.....
.....
.....
.....

(2)

(ii) Public relations

.....
.....
.....
.....

(2)

(iii) Direct marketing

.....
.....
.....
.....

(2)



Leave
blank

- (b) Stowe Gardens, a National Trust property, is planning an Easter Egg Hunt event for families with small children on Easter Monday. It will be sponsored by a local independent chocolate maker called 'Choc-o-holics'.

In the space below, design a leaflet to promote this event to families. Use the information given and add any other information you think important.

(8)



Thank you

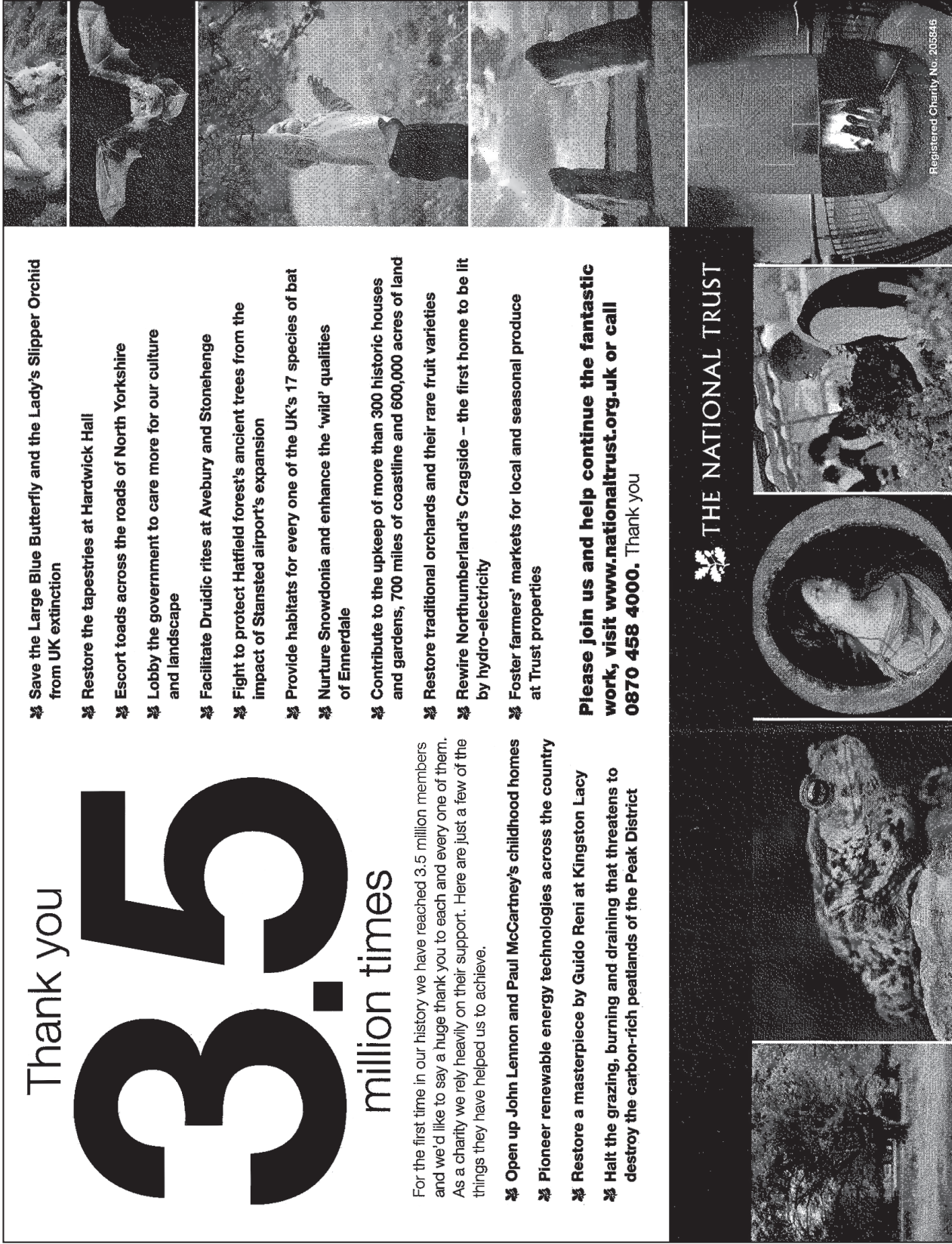
3.5 million times

For the first time in our history we have reached 3.5 million members and we'd like to say a huge thank you to each and every one of them. As a charity we rely heavily on their support. Here are just a few of the things they have helped us to achieve.

- ✂ **Open up John Lennon and Paul McCartney's childhood homes**
- ✂ **Pioneer renewable energy technologies across the country**
- ✂ **Restore a masterpiece by Guido Reni at Kingston Lacy**
- ✂ **Halt the grazing, burning and draining that threatens to destroy the carbon-rich peatlands of the Peak District**
- ✂ **Save the Large Blue Butterfly and the Lady's Slipper Orchid from UK extinction**
- ✂ **Restore the tapestries at Hardwick Hall**
- ✂ **Escort toads across the roads of North Yorkshire**
- ✂ **Lobby the government to care more for our culture and landscape**
- ✂ **Facilitate Druidic rites at Avebury and Stonehenge**
- ✂ **Fight to protect Hatfield forest's ancient trees from the impact of Stansted airport's expansion**
- ✂ **Provide habitats for every one of the UK's 17 species of bat**
- ✂ **Nurture Snowdonia and enhance the 'wild' qualities of Ennerdale**
- ✂ **Contribute to the upkeep of more than 300 historic houses and gardens, 700 miles of coastline and 600,000 acres of land**
- ✂ **Restore traditional orchards and their rare fruit varieties**
- ✂ **Rewire Northumberland's Cragside – the first home to be lit by hydro-electricity**
- ✂ **Foster farmers' markets for local and seasonal produce at Trust properties**

Please join us and help continue the fantastic work, visit www.nationaltrust.org.uk or call 0870 458 4000. Thank you

 THE NATIONAL TRUST



(Source: *The Daily Telegraph*, 28 July 2007)
© The National Trust



Leave blank

Use The National Trust advert to answer Question 4(c).

(c) The National Trust placed this advertisement in The Daily Telegraph to thank and inform current National Trust members.

Some people have criticised this promotional material as a way of communicating with its current members and think it is a way of recruiting new members to The National Trust.

Evaluate The National Trust's use of this advert in a national newspaper to communicate with its members.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)

Q4

(Total 20 marks)

--	--



Use the following information to answer Question 5.

The Maupassant Hotel Group has a number of small 4* hotels in city centre locations across the UK. Its target market is couples aged over 30 in the AB socio-economic group. It is opening a new hotel in York this summer and is considering using a range of techniques to promote this.

Advertising

National Sunday Newspaper	½ page	£3500
Regional Yorkshire paper	¼ page	£500

Direct marketing

Letter to existing customers. Materials and postage 50p per letter.

Sales promotion

25% off room cost in first two weeks of opening.
Normal room cost £200. Cost to hotel £50 per room.

Display

Display stand at World Travel Market	£8000 per event
Display at local holiday exhibitions across the UK	£500 per event



5. (a) Produce a promotional plan for the launch of the new Maupassant Hotel in York. You have a maximum budget of £20,000.

Your plan must include:

- a description of the activities to be undertaken
- a breakdown of the budget required to implement your proposals.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(8)





Leave
blank

(b) Justify why your promotional plan would be effective in promoting this new hotel.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)

(Total 14 marks)

Q5

--	--



Leave blank

(b) Assess the effectiveness of the promotional campaign you have described in 6(a).

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)

Q6

(Total 12 marks)

TOTAL FOR PAPER: 90 MARKS

END

