

Mark Scheme (Results)

June 2010

GCE

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel & Tourism

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Question Number	Example Answer	Mark
1a(i)	<p>Up to two marks for each description. Max one mark for example. Eg The seller needs to put the customer at ease by smiling and offering them a seat (1) perhaps by shaking their hand or getting them a cup of tea(1).</p>	(2)
1a(ii)	<p>Up to two marks for description. Max one mark for example. Eg The seller asks the customer open questions(1) such as what they want, how much they want to pay, when they want to go(1)</p>	(2)
1a(iii)	<p>Describes what the product is like(1) then explains how it meets the needs of the customer(1)</p>	(2)
1b(i)	<p>One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation. Eg Skill/quality: good communication skills(1).</p> <p>Explanation: Firstly listening carefully to ensure she understands as much as possible(1) and then to be able to respond in simple language so the family can understand(1).</p>	(3)

Question Number	Example Answer	Mark
1b(ii)	<p>One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation.</p> <p>Eg Skill/quality: needs to be efficient(1)</p> <p>Explanation: She needs to act quickly and efficiently so as not to interrupt the conference(1) but still be able to co-ordinate staff to respond to the issues(1)</p>	(3)
1c	<p>One mark for each feature identified (these must be different) and up to two marks available for explanation relating to the identified need.</p> <p>E.g. Features:</p> <ul style="list-style-type: none"> • Family accommodation • Special reductions <p>Explanation: as all the children under 10 they can stay free because two can stay in the parents room and one can stay in the grandparents room(1) because the offer states they can share with two adults free and get free food(1).</p> <p>Features:</p> <ul style="list-style-type: none"> • Champagne reception • Murder mystery evening <p>Explanation: Murder mystery evening (1) means the grandparents will definitely mix with other guests as all the guests will need to talk(1) to decide who is the murderer(1).</p>	(6)
Total for Question 1		18 marks

Question Number	Example Answer	Mark
2a	<p>Up to 2 marks available for each explanation Eg</p> <p>Advantage Primary research is often carried out by the company specifically for their needs(1) and tends to be up to date and relevant because of this(1).</p> <p>Disadvantage Primary research can be expensive to undertake(1) as it can involve going out conducting research by interviewing customers which is timely and expensive(1).</p>	(4)

Question Number	Example Answer	Mark
2b	<p>Up to 12 marks available: 3 for each P relating to the objectives. Maximum 1 mark for each P for description with no explanation. Maximum 4 marks in total if not referring to the objectives.</p> <p>E.g.</p> <p>Place. The agency is situated on the main shopping street next to shops like M&S who attract a lot of families(1) so they should be able to take advantage of their position. Also the people of the town sounds like they have a lot of money as people spend £500+ per person (1)and these people are therefore more likely to book winter holidays because they have more income.(1)</p> <p>Product.</p> <p>The agency sells a number of cruise and long haul holidays. Often people looking for sun in the winter will go on Caribbean cruises (1)so this should help them build up winter business. (1)Also more and more families are going on cruises because cruise ships have more facilities for children(1) and families so these should attract the family market.(1)</p> <p>Price.</p> <p>Cruises are seen as an attractive holiday for families because so much is included in the initial price (1) - food, entertainment. This means families know how much the holiday is likely to cost them(1) and there is unlikely to be too many hidden extras(1).</p> <p>Promotion.</p> <p>Tripsaway advertises in the bookshop and cafe where people with time may meet their friends(1). These people with time are more likely to perhaps take more than one holiday a year(1) and to go away in the winter(1) so they are more likely to see the adverts for winter holidays and respond(1).</p>	(12)

Question Number	Example Answer	Mark
2c	<p>1 mark for each suggestion and up to 2 marks for each justification. E.g. Suggestion: Send direct mailing to their summer holiday clients(1) Justification: This will attract people who already know the agency(1) and therefore they are more likely to book with them again(1).</p> <p>Suggestion: Put an advert for ski holidays in the local paper(1) Justification: This may attract a new type of customer to the shop to book their ski holidays(1) and these tend to take place in the winter(1).</p>	(6)
Total for Question 2		22 marks

Question Number	Example Answer	Mark
3a	<p>Up to 2 marks available for each technique described. Max 1 mark for examples in each case.</p> <p>E.g.</p> <p>Advertising. When an organisation pays to promote information about its products and services (1) through a range of media such as TV and radio(1).</p> <p>Sales Promotion. This is a short term promotion(1) where an organisation will offer an added incentive for customers to buy their product(1) eg a discount(1)</p> <p>Direct Marketing. Any form of marketing which allows companies to communicate directly to the customer(1) eg sending mail shots to people's home addresses(1).</p>	(6)
3b	<p>Up to 1 mark available for identification of suitable target market. Up to 3 marks available for explanation. Maximum 2 marks for description.</p> <p>E.g.</p> <p>Target market:</p> <ul style="list-style-type: none"> • people on a low income (1) • students (1) • backpackers (1) <p>Explanation: The bus journey is cheap which will appeal to this market who want to get to places cheaply (1). Also this will be an uncomfortable journey which older people could find unbearable(1) as not fit as the young(1).</p>	(4)
3c(i)	<p>1 mark available for suitable promotional material</p> <p>E.g. poster/leaflet/web page/ online pop up/ newspaper advert/text messages</p>	(1)

Question Number	Example Answer	Mark
3c(ii)	<p>Up to 3 marks available for explanation of why this material would be effective. Maximum 2 marks for description</p> <p>Eg Sending text messages to advertise(1) Most young people own at least one mobile phone(1) and they use it all the time(1) which makes them responsive to adverts like these as they are likely to see them(1).</p>	(3)
3c(iii)	<p>12 marks available. 3 areas to be covered. Up to 2 marks available for reference to target market, up to 6 marks available for information, up to 4 marks available for presentation.</p> <p>Target market: clear link to the target market stated. Products appropriate, pictures appropriate, message/language appropriate, timings/venue appropriate</p> <p>Appropriate information: company name, location, facilities, contact details, price</p> <p>Presentation: use of logo/slogan, appropriate pictures and language.</p>	(12)
Total for Question 3		26 marks

Question Number	Example Answer	Mark
4a	<p>Up to 1 mark available for each suggestion Up to 2 marks available for each justification The two suggestions and justifications must be different otherwise they will be credited once only.</p> <p>E.g. Suggestion: use the technique of sales promotion giving a deal to undercut their competitor(1)</p> <p>Justification: because people look for value for money (1) and money off or a voucher would incentivise people to come to them(1).</p> <p>Suggestion: send a letter to each of their past customers (1)</p> <p>Justification: because past customers already know and like the hotel(1) and once reminded are more likely to return rather than risk not having a good time elsewhere(1).</p>	(6)

Question Number	Indicative Content	
4b QWC (i -iii)	<p>Communication</p> <ul style="list-style-type: none"> • speed of emails that can now be seen almost instantaneously meaning all marketing messages seen very quickly • accessibility of internet/websites as more people have access to these <p>Placement</p> <ul style="list-style-type: none"> • internet advertising much more common as more people have access • use of twitter, facebook etc because people trust what their peers say <p>Appeal</p> <ul style="list-style-type: none"> • More interaction • More colour, movement, graphics • Use of virtual tours due to computer technology so people can see more clearly what they are buying 	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possible limited reasoning/application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some explanation. Responses will have clear application and will cover more than one topic.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	7-8	<p>Focused responses with sustained explanation and application. Cleary focusing on promotion and technology.</p> <p>The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>All of L3 to be deleted</p>
Total for Question 4		12 marks

Question	Example Answer	Mark Allocation
5(a)	<p>Up to 6 marks available for a description of a promotional campaign.</p> <p>Up to 2 marks available for description of materials.</p> <p>Up to 2 marks available for description of where the promotional campaign was placed.</p> <p>Up to 2 marks available for description of the variety of promotional techniques used in the campaign.</p> <p>Maximum 2 marks if not a promotional campaign.</p> <ul style="list-style-type: none"> • Alton Towers had a leaflet about the start of the new season(1) plus a TV advert giving details of dates(1). The leaflet was sent out to past customers (1) and the TV advert was shown on regional television close to Alton Towers(1). So two promotional techniques were used in the campaign, direct marketing and advertising (1). 	(6)

Question Number	Indicative Content	
5(b) QWC (i - iii)	Likely themes in responses; Promotional material content Promotional material placement Number of people who would see the campaign Types of people who would see the campaign Types of promotional techniques used and their relevance for the campaign	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possible limited reasoning/application. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Responses with some assessment/application. Responses may have either clear application and some assessment or some application and clear assessment. The assessment used can be of the materials used and/or their placement. The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
Level 3	7-8	Focused responses with sustained assessment and application. The assessment will look at techniques, materials and placement. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy. All of level 3 to be deleted
Total for Question 5		12 marks
TOTAL FOR PAPER: 90 MARKS		

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