

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Monday 17 June 2013 – Afternoon

Time: 1 hour 30 minutes

Paper Reference

6996/01

You must have:

Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 3(b) and 6(b). These questions are indicated with an **asterisk** (*) – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

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

1 This question is about the sales process. There are many stages involved in the sales process.

Two of the stages are:

- Determine customer needs and expectations
- Outline features and benefits

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

(i) Determine customer needs and expectations

(2)

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(ii) Outline features and benefits

(2)

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(b) Another stage in the sales process is 'overcoming objections'.

Explain why a person skilled in overcoming objections can influence buyer behaviour.

(2)

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Use the following information to answer Question 1(c).

Reena Patel runs a hotel in Bristol. She is always working hard to build up her customer base.

She has decided to run a promotional campaign from June to December. The campaign will include:

- a mail shot to companies with head offices in Bristol offering discounts on bedroom and conference room rates
- an advert placed in a monthly travel magazine from September to November. The magazine is sold in UK newsagents and contains information on attractions and events in major UK cities.

(c) Identify **one** market segment that would be attracted by each of these promotional materials and explain why the materials used would attract them.

The market segments identified must be different.

(i) **Mail shot**

(3)

Market segment

Explanation

(ii) **Advert**

(3)

Market segment

Explanation

(Total for Question 1 = 12 marks)



Read the following information before answering Question 2.

Mark Jones owns a small farm. Each year from March to October he opens the farm as an attraction. Visitor numbers have increased each year and normally Mark receives excellent feedback from his customers.

However, this Easter, Mark received some negative comments such as 'the staff seemed to have little time for customers' and 'the toilets were not up to cleanliness standards expected'.

Mark decides to undertake some market research to see if he can find out the reasons behind the comments. He is going to use last Easter's visitor numbers and sales figures and compare them with the visitor numbers and sales figures from this Easter.

2 (a) (i) Explain how this market research could be useful to Mark.

(3)

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(ii) Explain why this market research may not be useful to Mark.

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(b) For next year Mark is thinking of introducing customer survey questionnaires.

Explain **one** advantage and **one** disadvantage of using this method of market research.

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(Total for Question 2 = 10 marks)



Read the following extract before answering Question 3(a).

The Eden Project

The Eden Project near St Austell, Cornwall, was built in a disused clay pit.

It consists of two giant Biomes (greenhouses):

- The Rainforest Biome
- The Mediterranean Biome

In addition there are:

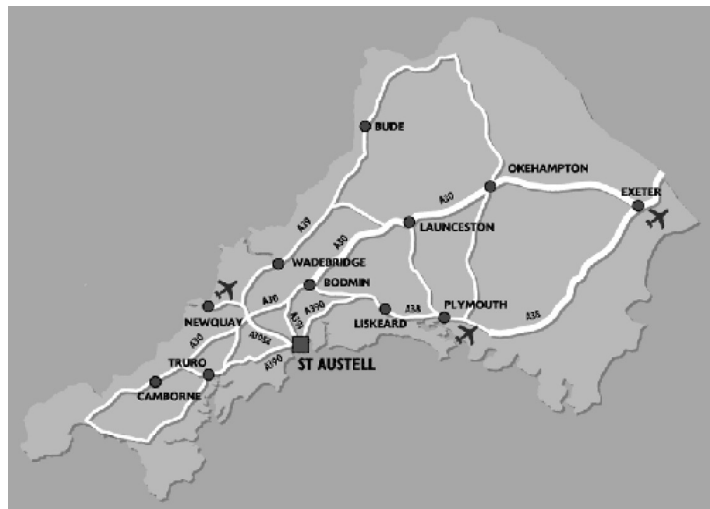
- outdoor gardens
- play areas, trails and free worksheets for children
- a variety of cafes and restaurants offering a range of fresh, healthy food which is ethically sourced
- regular music and arts events
- cultural events to engage people with issues such as climate change.



The Eden Project is open daily except for 24 and 25 December.

Tickets bought at the entrance cost £23 per adult and £9.50 for each child aged 5–16 years. However, if tickets are bought online there is a 10% discount. 'Eden Breaks' also offers a package including hotel accommodation as well as tickets to the Eden Project.

If you walk, cycle or take public transport to the Eden Project you receive a 'green discount' whereby each adult pays £18 and children aged 5–16 years get free entry.



The Eden Project is signposted from the A30 from Exeter and the A390 from Plymouth. There are no motorways nearby.

It is situated three miles from St Austell railway station which is on the mainline from London Paddington. Buses are available from the station to the Eden Project and there are cycle routes nearby.

The nearest airport is at Newquay, served by flights from London, Manchester, Edinburgh and Glasgow. From there you would change buses twice to get to the Eden Project. Taxis and car hire are available at Newquay Airport.

There are also ferries from Roscoff in France to Plymouth.

The Eden Project is world renowned for its 'green' principles. It advertises through its website. The Eden Project has won awards such as 'Best Business Support for Going Green' and 'Best Accessibility for Wheelchairs and Pushchairs'. It uses local newspapers in addition to the website to advertise specific events.

(Source: The Hot, Dry Biome: Eden Project © Pam Brophy http://s0.geograph.org.uk/photos/21/94/219410_72027919.jpg. With thanks to the Eden Project.)

3 (a) The Eden Project has two main objectives for the year ahead.

- Increase the number of families from across the UK travelling to The Eden Project by public transport.
- Increase the number of incoming tourists travelling to The Eden Project from France.

Explain how the 4Ps listed below may work for or against The Eden Project as it tries to achieve these objectives.

(i) Promotion

(3)

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(ii) Place

(3)

(iii) Price

(3)

(iv) Product

(3)



***(b)** Two of the key factors of the business environment likely to affect promotional activities are:

- environmental
- technological.

Analyse how these factors have affected the promotional activities of travel and tourism organisations.

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(Total for Question 3 = 20 marks)



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4 (a) Describe each of the following promotional techniques:

Direct Marketing

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Personal Selling

(2)

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Displays

(2)

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Read the following information before answering Question 4(b).

This information was printed in a magazine.

Image removed due to copyright refusal



(b) (i) Describe **two** different promotional techniques that have been used by Disney in this communication.

(4)

Promotional technique 1

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Promotional technique 2

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(ii) Choose **one** of the promotional techniques you have described in (b)(i) and explain why you think it will be effective at attracting families.

(4)

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(c) Royal Caribbean International (RCI) cruises is planning a promotional campaign called 'Pack More Into Your Holiday'.

RCI wants to attract more young couples on to its cruises. The company intends to use two different market research methods to find out more about this market segment before developing its promotional campaign.

- RCI is planning to hold a focus group consisting of young people aged between 22 and 32 years to find out what they expect from their holiday experience.
- The company is going to look at the sales figures from another tour operator which attracts a lot of young couples.

(Source: adapted from TW Cruise September 2011)

Evaluate the suitability of these market research methods in helping RCI develop a promotional campaign to attract more young couples.

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(Total for Question 4 = 20 marks)



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Read the whole of Question 5 before answering parts (a) and (b).

BC2L is a fictitious organisation.

BC2L is a low cost coach company operating services between:

- Birmingham and London
- Cardiff and London

The company offers a 'no frills' service and charges £15 per single journey.

It has been operating for three months and now wishes to organise a promotional campaign.

The two market segments BC2L wants to attract are:

- students
- people over 60 years old visiting friends and relations.

It has a budget of £10,000. The campaign will run from July to December. BC2L has requested your services as a marketing consultant to help it plan its campaign.

5 (a) Suggest a promotional campaign which makes use of some of the following information and ideas.

- Regional newspaper adverts in Birmingham and Cardiff:
cost of ½ page: £2,000
cost of ¼ page: £1,000
- Offer £1 per single journey for the first 100 passengers making a booking in August.
- Email potential customers over 60 years old living in Birmingham and Cardiff.
Cost of purchasing database with this information: £3,000.
- Sponsorship of Halloween Ball in Birmingham and Cardiff universities.
Cost £2,000 per sponsorship.

(8)

Suggested promotional campaign with timescales and budget

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Total cost

(b) Explain how your suggested promotional campaign will attract the market segments BC2L is trying to target.

(6)

(Total for Question 5 = 14 marks)



Read the following information before answering Question 6(a).

The Bannockgray Museum is a fictitious organisation.

Bannockgray Museum

Bannockgray Museum is reviewing its previous six months trading figures.

The museum had undertaken the following promotional activities from January to March.

Objective: To increase the number of school groups visiting the museum.

Target market: School students and their teachers.

Promotion:

A series of adverts were placed in the local weekly newspaper for six weeks from early January. These outlined the products and services available at Bannockgray Museum.

During January all local schools received a mail shot outlining the group discounts available for schools. Sample student worksheets were included in the mail shot.

During February half term all school students visiting the museum received a 10% reduction in the admission charge.

Expenditure:

Local weekly newspaper advertising: £3,000 (£500 per advert)

Cost of admission charge reduction during February half term: £250 (500 tickets usually £5 per student)

Cost of mail shot to schools: £500

Development of worksheets: £1,000

Outcomes:

£10,000 worth of extra income.

School student numbers increased by 10%.



6 (a) Assess the effectiveness of Bannockgray Museum's promotional activities.

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Question 6(b) starts on the next page.



***(b) Some organisations, like Bannockgray Museum, use their promotional activities to target local customers. Other organisations use their promotional activities to target national and/or international customers.**

Explain why travel and tourism organisations target customers locally or nationally and/or internationally.

Use examples of promotional activities used by organisations you have studied to support your explanation.

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(Total for Question 6 = 14 marks)

TOTAL FOR PAPER = 90 MARKS

