

Write your name here

Surname

Other names

Pearson
Edexcel GCE

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Tuesday 9 June 2015 – Morning
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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed – *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P42613A

©2015 Pearson Education Ltd.

1/1/1/1



PEARSON

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

You work in the telephone sales department of a travel agency. A customer wants to book a weekend break. You have introduced yourself and established a rapport with the customer. This is stage 1 of the sales process.

1 (a) (i) Identify stage 2 of the sales process. (1)

.....

.....

(ii) Describe what you should do during stage 2 of the sales process. (2)

.....

.....

.....

.....

(b) (i) Identify stage 3 of the sales process. (1)

.....

.....

(ii) Describe what you should do during stage 3 of the sales process. (2)

.....

.....

.....

.....



Read the following information before answering Questions 1(c) and 1(d).

Iwailo works on the reception desk of a busy city centre hotel. He checks in two very different types of customers, in quick succession.

The first is a family coming to the city for a leisure break. The group consists of a mother, grandmother and two children aged 6 and 8. The 6 year old is very excited and noisy, making it difficult for the mother to talk clearly to Iwailo.

The next customer is a businessman who has arrived for an overnight stay before attending a conference in the city the next day. He arrives at the desk, talking on his mobile phone and hands Iwailo his reservation confirmation.

(c) (i) Identify **one** skill or quality that Iwailo will need to use with the family group. (1)

(ii) Explain why Iwailo will need to use this skill or quality to provide good service to the family group. (2)

.....

.....

.....

.....

.....

.....

.....



(d) (i) Identify a different skill or quality, than the one used in (c), that Iwailo will need to use with the businessman.

(1)

(ii) Explain why Iwailo will need to use this skill or quality to provide good service to the businessman.

(2)

(Total for Question 1 = 12 marks)



2 (a) Define the following terms:

(i) marketing communications

(2)

.....

.....

.....

.....

.....

.....

(ii) media.

(2)

.....

.....

.....

.....

.....

.....



Read the following information before answering Question 2(b).

Chewton Glen Hotel



Chewton Glen is a 5* country house hotel set in 130 acres of Hampshire countryside on the edge of the New Forest National Park, just a few minutes walk from the sea.

Chewton Glen is one of the finest luxury hotels and has been voted 'Best Hotel for Service in the UK'.

Chewton Glen offers:

- 58 bedrooms and suites. Hotel bedrooms have either a terrace, balcony or private garden and cost from £310 to £1205 per night.
- 12 treehouse suites set in a secluded and romantic wood. Each treehouse is on stilts with floor to ceiling glass windows and panoramic views. There are winter offers on rooms in treehouses – a midweek rate of £600 per night and 4 nights for the price of 3.
- A variety of dining rooms and bars, including a restaurant offering award-winning cuisine. These include private dining rooms for parties or business events and a pool bar in the spa offering lighter meals.
- A deluxe spa with over 60 different treatments, from £50 upwards. There is also a sauna, jacuzzi baths and a fully equipped gym.
- Sports facilities including two swimming pools, a 9 hole golf course, 4 tennis courts, trails and walks, clay pigeon shooting, archery and falconry.
- Business facilities including meeting rooms that can accommodate up to 140 delegates, as well as offering team building events.

There are good motorway connections to the hotel. It is a 2 hour drive from London, 35 minutes from Southampton and 20 minutes from Bournemouth.

Bournemouth International Airport is 8 miles away and Heathrow Airport is 85 miles away.

The train journey from London to New Milton station is 1hr 45mins. The hotel is a 5 minute drive from New Milton railway station.

The hotel has an extensive website available in English, giving details of facilities, services and offers. Rooms can be booked through the website and also through airline booking systems. The hotel sends out a regular newsletter to past customers. The hotel has won many awards and is highly rated on Trip Advisor, a website where customers can post reviews and rate their hotel experiences.

(Source: adapted from www.chewtonglen.com)



One objective that the management team of Chewton Glen has for next year is to:

- Attract more large events, such as conferences and weddings, from customers based both in the UK and Europe.

(b) Discuss how each of Chewton Glen's 4Ps may work for or against this objective being achieved.

(12)

[Dotted lines for writing]



Handwriting practice area with 20 horizontal dotted lines.



Read the following information before answering Question 3.

Peter Pan Land is a small theme park that promotes itself using a monthly advertisement in the local newspaper. The park wants to see how effective this advertisement is, so it decides to include a sales promotion in the advertisement.

3 (a) (i) Describe one **sales promotion** Peter Pan Land could use.

(2)

.....

.....

.....

.....

.....

.....

(ii) Explain how the sales promotion you have described in 3(a)(i) will help determine the effectiveness of the advertisement.

(2)

.....

.....

.....

.....

.....

.....



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

(i) direct marketing

(2)

.....

.....

.....

.....

.....

.....

(ii) sponsorship.

(2)

.....

.....

.....

.....

.....

.....



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

Royal Horticultural Society
Sharing the best in Gardening

START YOUR UNFORGETTABLE YEAR OF GARDENING FROM JUST £38.25

**OFFER EXTENDED TO:
15th October 2012**

12 MONTHS' RHS MEMBERSHIP FOR THE PRICE OF 9
WHEN YOU JOIN BY DIRECT DEBIT TODAY*

JOIN TODAY
12 MONTHS FOR THE PRICE OF 9
When you join by annual Direct Debit
Choose a membership to suit you

INDIVIDUAL Perfect for 1 or 2 people	JOINT Great for families
£51 £38.25* by annual Direct Debit	£73 £54.75* by annual Direct Debit
RHS Garden entry 1 member 1 family guest	RHS Garden entry 2 members 1 family guest 4 children (aged 5-16 years)
Partner Gardens entry 1 member	Partner Gardens entry 1 member

JOINING US IS EASY
Hurry! Take up this offer by:
3rd September 2012

Online: rhs.org.uk/join/3434
Call: **0845 130 4646** quoting: **3434**
(we're open weekdays 9am-5pm, excluding bank holidays)

The Royal Horticultural Society (RHS) is a charitable organisation for keen gardeners. In 2012 RHS ran a campaign to increase its membership. One of its promotional materials was a leaflet included in the National Trust magazine, which is sent to National Trust members every three months.



(b) Evaluate how effective this promotional material might have been in increasing the membership of the RHS.

(8)

Area with horizontal dotted lines for writing the answer.



5 (a) Travel and tourism organisations try to attract different types of customer.

Two types of customer are:

- teenagers aged 15–19 years
- families with young children.

Describe a promotional campaign undertaken by a travel and tourism organisation you have studied that attracted **one** of these types of customer.

(6)

Indicate the type of customer by putting a cross . If you change your mind about an answer, put a line through the box and then mark your new answer with a cross .

- Teenagers aged 15–19 years
- Families with young children

Name of chosen promotional campaign

.....

.....

Description of promotional campaign

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Read the following information before answering Question 5(b).

The Sand and Surf Caravan Park is reviewing its previous six months trading figures.

Objective: to increase the amount of business in the off-peak months of April and May

Target markets: people without school age children and walkers

Profit made between April and June:

- £12,500 worth of additional business was taken
- Target market numbers increased by 25%.

The caravan park ran the following promotional activities between January and May.

Promotional activity	Cost
An advertisement in the spring edition of an over 50s magazine	£2000
May month offer – customers who stayed five nights or more could enjoy an additional two nights for free.	£7500 (300 people took advantage, costing the caravan park £25 per person)
Administration cost to send an email to all past customers to advise them of the May month offer	£250

(b) Evaluate the effectiveness of the Sand and Surf Caravan Park's promotional activities.

(8)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(Total for Question 5 = 14 marks)

TOTAL FOR PAPER = 90 MARKS

