

ADVANCED GCE

APPLIED TRAVEL AND TOURISM

Unit 15: Marketing in Travel and Tourism

G734



Candidates answer on the question paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

None

Monday 26 January 2009

Morning

Duration: 2 hours



Candidate Forename					Candidate Surname				
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Centre Number						Candidate Number			
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1		3	
2			
Total			

1 (a) Explain each of the following terms:

- brand leader;

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- brand extension.

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[4]

(b) Identify the **two** main target markets for easyJet.

1.
2. [2]

(c) Explain **four** benefits to easyJet of having a strong brand.

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4.

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[8]

- (d) Evaluate the advantages and disadvantages to easyJet of having an online booking system.

- (e) Assess the effectiveness of national newspaper advertising to travel and tourism organisations such as easyJet.

[12]

.. [12]

[Total: 34]

- 2 (a) Explain **two** reasons why **promotion** is important for a travel and tourism product.

1.

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[4]

(b) Discuss the benefits to both easyJet and its customers of easyJet offering a range of fares.

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[12]

. [12]

- (c) A SWOT analysis looks at the influences affecting an organisation.

Evaluate how a SWOT analysis helps easyJet to be an effective organisation.

[12]

[12]

- (d) How would easyJet be most likely to assess the **external** influences on its business environment?

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. [2]

[Total: 30]

- 3 (a) Explain **two** reasons why travel and tourism organisations such as easyJet carry out market research.

1.

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2.

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- (b) Explain how the role of the Independent Television Commission (ITC) differs from that of the Advertising Standards Authority (ASA).

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[4]

- (c) Discuss the possible reasons why the ASA upheld the complaint identified in Fig. 5.

. [8]

- (d) Using the AIDA (Attention, Interest, Desire and Action) model, compare and contrast the two advertisements in **Fig. 6a** and **Fig. 6b**.

. [8]

- (e) Evaluate the usefulness of public relations to easyJet.

[12]

[Total: 36]

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