

**ADVANCED GCE**  
**APPLIED TRAVEL AND TOURISM**  
Marketing in Travel and Tourism

**G734**



Candidates answer on the question paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**Monday 24 January 2011**  
**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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

- 1 (a) Lancaster Castle does not conduct primary market research.

Explain **two** reasons why Lancaster Castle should consider conducting primary market research.

1: .....

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2: .....

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[4]

- (b) Lancaster Castle advertises via a video information system (VIS) in the local hospital.

Assess the extent to which placing advertisements on this VIS is likely to be of benefit to Lancaster Castle.

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[9]

[9]

- (c)\*** Discuss why the mailing list has ‘proved to be one of the most important marketing tools used by Lancaster Castle’.

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[12]

. [12]

[Total: 25]

- 2 (a)** What is meant by the term 'breakeven price'?

[1]

- [1]

- (b)** Discuss why voucher schemes are considered to be of benefit to attractions such as Lancaster Castle in increasing visitor numbers.

[9]

- (c) Explain **three** benefits to Lancaster Castle of being awarded Visitor Attraction Quality Assurance Scheme (VAQAS) accreditation.

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[6]

- (d) Discuss the possible benefits to Lancaster Castle of joining schemes such as the Great British Heritage Pass scheme.

. [9]

[Total: 25]

[Total: 2]  
Turn over

- 3 (a) Explain **two** benefits to Lancaster Castle of using Lancashire County Council's (LCC) Media Buying Team when placing advertisements.

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[4]

- (b) Discuss the disadvantages to Lancaster Castle of taking part in joint promotional activities.

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[9]

- (c) Evaluate whether placing an advertisement in 'Local Choice' or 'The Sun' would be of more benefit to Lancaster Castle.

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[Total: 25]

- 4 (a) Explain **two** possible marketing objectives for Lancaster Castle.

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[4]

- (b) Describe **three** of Lancaster Castle's unique selling points (USPs).

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- (c) Explain the impact of the Data Protection Act (2004) on the way in which Lancaster Castle maintains its mailing list.

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[3]

- (d) Discuss how a PEST analysis may influence the marketing decisions of Lancaster Castle.

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[12]

. [12]

[Total: 25]

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