

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

Tuesday 21 June 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.

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..... [6]

(c) Butlins first opened in 1936 but is now at the rejuvenation/revamp stage of the product life cycle. With reference to **Fig. 1** and **Fig. 2** explain why this is the case.

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(d) Assess the likely advantages and disadvantages to Butlins of market segmentation.

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(b) Butlins has a loyalty scheme called 'Premier Club'. Explain **two** benefits to Butlins of offering such a scheme.

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(c) Butlins is a name synonymous with holiday camps.

Assess the importance to organisations such as Butlins of having a strong brand.

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(c) Butlins brochures are available by post or to download on the Internet.

Discuss the reasons why Butlins provides its brochures through both of these types of media communication.

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(ii) Explain **two** roles of the ASA (Advertising Standards Authority).

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(c) Discuss the importance of public relations (PR) to Butlins during the launch of the Ocean Hotel at Bognor Regis.

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