

Thursday 26 January 2012 – Morning**A2 GCE APPLIED TRAVEL AND TOURISM****G734/01 Marketing in Travel and Tourism**

* G 7 3 1 7 4 0 1 1 2 *

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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) What is meant by the term 'media buying'?**

[2]

[2]

- (b) Assess **three** forms of direct marketing which Shropshire Tourism may recommend to its members in order to encourage more domestic visitors.

[9]

[9]

- (c) What is meant by the term 'bespoke marketing services'?

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[2]

- (d) Assess the advantages and disadvantages of joint marketing initiatives for members of Shropshire Tourism.

[12]

Total: 25

- 2 Shropshire Tourism creates many brochures and publications.

- (a) What is meant by a ‘marketing and distribution plan’?

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..... [3]

- (b) Explain **two** reasons why Shropshire Tourism prepares market and visitor profiles.

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[6]

- (c) Evaluate **three** forms of market research which Shropshire Tourism may use.

. [12]

- (d) Shropshire Tourism runs a membership scheme collecting names and addresses of its individual members.

Explain **two** requirements of the Data Protection Act.

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[4]

[Total: 25]

- 3 (a) Shropshire Tourism uses a SWOT analysis when completing a marketing review (marketing audit) for one of its members.

Explain **two** ways in which the use of a SWOT analysis might help Shropshire Tourism with this process.

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[4]

10

- (b)** Shropshire Tourism designs, builds and hosts websites for its individual members.

Discuss the advantages and disadvantages to tourism businesses of using a website as a promotional tool.

[9]

[9]

(c)* Shropshire Tourism offers press and public relations (PR) support to its members.

Evaluate the usefulness of such a service to members of Shropshire Tourism.

. [12]

[Total: 25]

- 4 Shropshire Tourism only promotes accommodation businesses which are inspected and graded.
- (a) (i) Identify **two** organisations which would inspect and grade accommodation establishments.

1:

2: [2]

- (ii) Assess the benefits to both accommodation establishments **and** to the customer of inspection and grading schemes.

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[12]

[12]

Shropshire Tourism produces a variety of promotional information.

(b) Identify **two** special interest markets which Shropshire Tourism currently targets.

1;

2: [2]

- (c) Assess how the attention, interest, desire and action (AIDA) technique might assist Shropshire Tourism **and** its members with their promotional materials.

[9]

[Total: 25]



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