



Rewarding Learning

ADVANCED
General Certificate of Education
January 2013

GCE Applied Business

Assessment Unit A2 12

assessing

The Global Market

[A6B61]



MONDAY 21 JANUARY, MORNING

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number on the Answer Booklet provided.
Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Quality of written communication will be assessed in questions 4, 5 and 6.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.



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Study the information below and answer **all** the questions that follow

Armagh Planetarium and Global Tourism

Armagh Planetarium is a famous tourist attraction which has visitors from all over the world. They come to see the star shows, use the largest public telescope in Ireland and to take part in the interactive workshops on topics such as rocket building and space robots.

Principal achievements in Armagh Planetarium during the period 2009/10 included:

- Technical Equipment Upgrades (Improvement of Internet speed)
- Conferences, Workshops and Scientific Meetings (Availability of “supercomputing” facilities)
- Maintenance of the Planetarium (for health and safety reasons) and upgrade of its Library and Museum facilities

The following table summarises key data related to Armagh Planetarium:

Table 1: Armagh Planetarium Key Performance Indicators

Key Performance Indicator	Actual 2009/2010	Budget 2009/2010
Visitor numbers	43 556	42 000
Outreach numbers	16 641	15 000
Admissions and Outreach Income	£156 000	£164 000
Shop and Mail Order Income	£77 661	£65 000
Total cost per visitor/outreach	£12.60	£13.00
Website hits	355 103	–
Visitor Satisfaction Rating (%) – Overall	85%	100%
Staff Numbers (approx.)	20	–
Annual Income (Observatory)	£1.35 m	–

The management team at Armagh Planetarium are keen to stress the importance of e-commerce activities – a Google ranking of 7 is reported, compared to rankings reported for the European Space Agency (8), NASA (9) and the BBC (9). Electronic visitor numbers to the website (www.armaghplanet.com) represent part of the outreach programme of Armagh Planetarium, consistent with premier museums in the world such as the Smithsonian National Air and Space Museum (Washington DC, USA). In addition, links can be made with e-visitors using Facebook, Twitter and blog elements of the website.

Although Armagh Observatory made a significant contribution to the local economy, it did not achieve most of its objectives, it reported a net loss amounting to £825 306 in respect of the year ended 31 March 2010.

Table 2 summarises some relevant data related to the Tourism Sector of the Northern Ireland economy:

Table 2: Tourism Sector Data – Northern Ireland Economy

Estimated Revenues of tourism sector received from International Visitors to Northern Ireland (2011)	£368 m
Estimated Revenues of tourism sector received from International Visitors to Northern Ireland (2010)	£307 m
Estimated Revenues of tourism sector received from Northern Ireland residents (2011)	£171 m
Estimated Number of Jobs within the tourism sector of Northern Ireland (2011)	53 700
Number of Overseas Visitors staying 1 night in Northern Ireland (2011)	1.5 m
Number of Bed and Breakfast/Hotel Rooms rented in Northern Ireland (2011)	1.968 m

The Shop and Mail Order business operations of the Armagh Planetarium are reportedly deemed to be the largest retail organisation supplying astronomical products (telescopes, souvenirs, mugs, pens etc.), meeting customer requirements within the context of the global astronomy market.

Sources: adapted from (i) www.armaghplanet.com; (ii) The Armagh Observatory and Planetarium Annual Report 2010.

- 1 Using an example from the case study, explain what is meant by the term “global trading”. [4]
- 2 Explain **one** health and safety regulation which governs global trade, and show how it could be applied to Armagh Planetarium. [4]
- 3 Analyse **three** ways by which Armagh Planetarium could have benefited from opportunities created by globalisation of the tourism market. [12]

- 4 Discuss **two** possible impacts that the global trading activities of Armagh Planetarium might have on **each** of the following:
- (a) Consumers (national and international visitors)
 - (b) Northern Ireland economy. [1]
- 5 Discuss the following factors which Armagh Planetarium should consider when trading globally:
- (a) language
 - (b) currency
 - (c) product promotion
 - (d) technical standards
 - (e) increased cost. [20]
- 6 Evaluate **three** ways in which **each** of the following methods of distribution might impact on Armagh Planetarium:
- (a) E-Commerce
 - (b) Direct Selling. [24]