

**Advanced GCE
Travel and Tourism**

G734

Unit G734: Marketing in Travel and Tourism

Specimen Paper

Time: 2 hours

Candidates answer on the question paper.

Additional materials: Case Study material

Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- 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.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is 100.

This document consists of **11** printed pages and **1** blank page.

Answer **all** questions.

1 (a) Explain the term 'market segmentation'.

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.....
.....
..... [2]

(b) Name **two** types of customer group which Vitalise currently targets.

1.....
.....
2.....
..... [2]

(c) Explain **one** benefit **to customers** of Vitalise conforming to the European Union (EU) Directive on Package Travel.

.....
.....
.....
..... [2]

(d) Explain the term 'market research'.

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.....
.....
..... [2]

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(c) (i) Draw and label a product life cycle diagram.



[6]

(ii) State at which stage of the product life cycle you would place Vitalise. Justify the reasons for your choice.

Stage:

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[6]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced GCE

TRAVEL AND TOURISM

G734

Unit G734: Marketing in Travel and Tourism

Specimen Mark Scheme

The maximum mark for this paper is 100.

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Question Number	Answer	Max Mark
1(a)	<p>Explain the term ‘market segmentation’. Up to two marks for explanation. Possible responses may include: dividing the overall market into segments or groups of customers (1) who are sufficiently alike to suggest that they will have similar needs for products or services (1), eg socio-economic grouping (1); age (1); family circumstances (1); lifestyle (1).</p>	[2]
1(b)	<p>Name <u>two</u> types of customer group which Vitalise currently targets. One mark for each correct identification up to a maximum of two identifications. Possible responses may include:</p> <ul style="list-style-type: none"> • people with disabilities (1) • their carers (1) • volunteers (1). 	[2]
1(c)	<p>Explain <u>one</u> benefit to customers of Vitalise conforming to the European Union (EU) Directive on Package Travel. Up to two marks for explanation. Possible responses may include: gives consumers increased protection and compensation when something goes wrong with a travel product or service (1). Brochures and leaflets must provide accurate information (1).</p>	[2]
1(d)	<p>Explain the term ‘market research’. Up to two marks for explanation. Possible responses may include:</p> <ul style="list-style-type: none"> • the planned process (1) of collecting or analysing and evaluating information (1). 	[2]
1(e)	<p>Using examples, evaluate the benefits to travel and tourism organisations such as Vitalise of conducting primary market research. [0 marks] No response or no response worthy of credit. Level 1 (1-4 marks) Candidate identifies/describes some benefit(s) to travel and tourism organisations of conducting primary market research. Candidate is able to explain some benefit(s) to travel and tourism organisations of conducting primary market research. There is little or no attempt to evaluate.</p>	Levels [12]

Question Number	Answer	Max Mark
<p>1(e) cont'd</p>	<p>Level 2 (5-8 marks) Candidate identifies/describes a number of benefits to travel and tourism organisations of conducting primary market research. Candidate will show an understanding of the question and is able to evaluate a number of benefits with some success including one or more examples. The evaluation in the most part is accurate and relevant.</p> <p>Level 3 (9-12 marks) Candidate identifies a range of benefits to travel and tourism organisations of conducting primary market research. Candidate will show a clear understanding and explanation of benefits. Candidate is able to effectively evaluate a range of benefits, using a number of appropriate examples, to travel and tourism organisations of conducting primary market research.</p> <p>Note: If only one benefit and/or example provided then award lower half of level.</p> <p>Exemplar Response: Benefits:</p> <ul style="list-style-type: none"> • Gain information for organisation that is up to date/valid • Targeted and focussed for specific purpose • Aimed at a specific customer base • Good for monitoring • Aids decision making • Highlights problems and issues • Helps with re-branding • Aids with quality assurance <p>Primary research is useful for getting valid information from customers (L1); this shows an org what people think of it and how they can improve using e.g., questionnaires (L2), these primary res methods aid decision making for an organisation this will result in ...(L3).</p>	
<p>2(a)</p>	<p>Two elements of the marketing mix are product and place. Name the other <u>two</u> elements. One mark for each correct identification up to a maximum of two identifications. Possible responses may include:</p> <ul style="list-style-type: none"> • price (1) • promotion (1). 	<p>[2]</p>

Question Number	Answer	Max Mark
2(c)(ii)	<p>State at which stage of the product life cycle you would place Vitalise. Justify the reasons for your choice.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-3 marks) Candidate is able state the stage within the product life cycle Vitalise should be placed. Candidate makes one or more simple justifications.</p> <p>Level 2 (4-6 marks) Candidate is able state the stage within the product life cycle Vitalise should be placed. Candidate is able to provide a detailed justification as to why Vitalise should be placed within this stage. The justification is clear and well thought out. Vitalise should be placed at the growth stage of the product life cycle because it is a reasonably new product with a change of name (L1) It is, however, still developing products and this give scope to increase their turnover, customer base and profit margins (L2).</p>	<p>Levels</p> <p>[6]</p>
2(d)*	<p>Assess how political, economic, social and technological factors can affect the running of a voluntary organisation such as Vitalise.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-4 marks) Candidate is able to identify/describe how one or more of the PEST factor(s) can affect the running of a voluntary organisation. There is little or no attempt to assess how they can affect the running of a voluntary organisation such as Vitalise. Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>Level 2 (5-8 marks) Candidate is able to identify/describe how a number of PEST factors can affect the running of a voluntary organisation. Candidate is able to assess how a number of PEST factors can affect the running of a voluntary organisation. The response is in the most part accurate and relevant. Candidate displays limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p>Level 3 (9-12 marks) Candidate demonstrates a high level of understanding of PEST factors. Candidate is able to effectively assess how a range of PEST factors can affect the running of a voluntary organisation. The response will be accurate, well planned and logical. Candidate presents relevant material in a planned and logical sequence. Appropriate terminology used. Sentences, for the most part, relevant and presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>	<p>Levels</p> <p>[12]</p>

Question Number	Answer	Max Mark
2(d)* cont'd	<p>Note: If only one factor considered award lower half of level.</p> <p>Exemplar Response:</p> <p>Political Actions of governments can have major effects on business and markets, including creating and reducing demand for products and services. (L1) Governments set public spending levels, allocates funds, controls taxation, interest rates, responsible for intro of new laws, regulations and licence agreements. Local authority spending (cost of renting business units for office space), etc.</p> <p>Economic Distribution of wealth and level of income. Amount of money people have to spend linked to inflation, taxation, employment, rate of exchange and mortgage rates. Recessions – amount of disability payments, linked to wealth and time factors for carers.</p> <p>Social Social trends – eg, ageing population. Importance of recognising the size of the disabled market – and tapering products and services to suit their needs. Demographic changes – sizes of political markets (linked to amount of leisure time available).</p> <p>Technological Developments in technology for new products and services within the market – linked to the provision of such items in the disabled market. This creates links also to techno facilities for bookings through CRS and other computerised systems. (L2) These new technological features will benefit both customer and organisation, however, they must be installed correctly and cannot be viewed in isolation as other elements of PEST will also have an impact...(L3).</p>	

Question Number	Answer	Max Mark
2(e)	<p>Vitalise was once called the ‘Winged Fellowship Trust’. Evaluate the benefits and drawbacks to an organisation such as Vitalise of re-branding.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-4 marks) Candidate identifies benefit(s) and/or drawback(s) to an organisation of re-branding. Candidate is able to explain some benefit(s)/ drawback(s) to an organisation of re-branding. There is little or no attempt to evaluate.</p> <p>Level 2 (5-8 marks) Candidate identifies/describes a number of benefits and/or drawbacks to an organisation of re-branding. Candidate is able to evaluate a number of these benefits and/or drawbacks to an organisation of re-branding</p> <p>Level 3 (9-12 marks) Candidate will demonstrate a high level of understanding by identifying/describing a range of benefits and drawbacks to an organisation of re-branding. Candidate is able to effectively evaluate these benefits and drawbacks . The evaluation will be accurate and logically developed.</p> <p>Note: If only benefit(s) or drawback(s) considered award lower half of level.</p> <p>Exemplar Response:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • distinct identity • unique image • easily identifiable from competitors • marketing tool • assisting in gaining higher market share. <p>Drawbacks:</p> <ul style="list-style-type: none"> • cost • time • de-motivating staff • negative perceptions • loss in market share. 	<p>Levels</p> <p>[12]</p>

Question Number	Answer	Max Mark
2(e) cont'd	<p>Branding gives a product or service a distinctive identity and helps to create a unique image that will make it easily identifiable and distinct from its competitors. (L1) Used for logo, advertising, packaging, price and the use of specific colours. Re-Branding is a powerful marketing tool because it has a strong influence over the products and services that we buy helping to draw our attention to each product (L2). This may assist in gaining a higher market share, help to position the organisation in the market and overall sell more holidays overseas and to the UK centres. However, there are cost and time of implications eg, of companies where re-branding has caused more problems than positives such as British Airways (tail design). Staff may be unhappy to implement changes. This can have a negative effect in the market and can lose market share by re-naming or changing brand – can lose current market and slip in the minds of the targeted public (L3).</p>	
3(a)	<p>Suggest <u>three</u> guidelines for the production of a press release. One mark for each correct identification up to a maximum of three identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • keep info crisp (1), factual (1) and informative (1) • write from the view point of a journalist (1) • write to suit the style of publication (1) • answer – who, what, where, when and why (1) • no longer necessary (1) • give a release date and/or embargo (1) • use double spacing (1) • include photos to help with story as appropriate (1). 	[3]
3(b)	<p>Other than writing press releases, evaluate the benefits to Vitalise of employing a public relations officer.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-3 marks) Candidate identifies/describes some benefit(s) to Vitalise of employing a public relations officer. Candidate is able to explain some benefit(s) to Vitalise of employing a public relations officer</p> <p>Level 2 (4-6 marks) Candidate identifies/describes a number of benefits to Vitalise of employing a public relations officer. Candidate is able to evaluate a number of benefits to Vitalise employing a public relations officer.</p>	Levels [9]

Question Number	Answer	Max Mark
<p>3(b) cont'd</p>	<p>Level 3 (7-9 marks) Candidate identifies/describes a range of benefits to Vitalise of employing a public relations officer. Candidate is able to analyse a range of benefits to Vitalise of employing a public relations officer. Candidate is able to effectively evaluate a range of benefits to Vitalise employing a public relations officer. The evaluation will be accurate and logically developed. Note: If only one benefit considered award lower half of level.</p> <p>Exemplar Response: PR officer helps with the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its public. Includes: <ul style="list-style-type: none"> • media inclusion • community relations • lobbying • corporate communications. PR Officers organise media inclusion for different organisations (L1) this means that an organisation such as Vitalise can get coverage in the press that can be free (L2). PR officers role is vital for dealing with Corporate communication to an org as this can contribute to the planned and sustained promotion that benefits the org by increasing the brand/product and therefore indirectly by increased sales (L3).</p>	
<p>3(c)</p>	<p>Evaluate other forms of advertising that would be appropriate for Vitalise. [0 marks] No response or no response worthy of credit. Level 1 (1-4 marks) Candidate identifies/describes some other form(s) of advertising which would be appropriate for Vitalise. Candidate is able to explain some other form(s) of advertising which would be appropriate for Vitalise There is little or no attempt to evaluate. Level 2 (5-8 marks) Candidate identifies/describes a number of other forms of advertising which would be appropriate for Vitalise. Candidate will show an understanding of the question and include explanations of a number of other forms of advertising. A number of the other forms of advertising appropriate to Vitalise are evaluated with some success. Level 3 (9-12 marks) Candidate will demonstrate a high level of understanding of other forms of advertising which would be appropriate for Vitalise. Candidate is able to effectively evaluate a range of other forms of advertising which would be appropriate for Vitalise. The evaluation will be accurate and logically developed.</p>	<p>Levels [12]</p>

Question Number	Answer	Max Mark
3(c) cont'd	<p>Note: If only one form of advertising considered award lower half of level. Vitalise could also think of using TV and radio advertising (L1); advertising such as this would cover a wide range of people and places (L2) this would get extra customers both on a national and international scale, but would also incur a cost to the organisation this would have to be counter-balanced by the benefits to the org....(L3)</p>	
3(d)	<p>Assess the advantages and disadvantages to a travel and tourism organisation of advertising in the Vitalise Magazine. [0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-4 marks) Candidate identifies/describes one or more advantage(s) and/or disadvantage(s) to a travel and tourism organisation of advertising in the Vitalise Magazine. Candidate attempts to explain someone or more advantage(s) and/or disadvantage(s) to a travel and tourism organisation of advertising in the Vitalise Magazine. There will be little or no attempt at assessing these advantages/disadvantages.</p> <p>Level 2 (5-8 marks) Candidate identifies/describes a number of advantages and/or disadvantages to a travel and tourism organisation of advertising in the Vitalise Magazine. Candidate is able to assess a number of advantage(s) and/or disadvantage(s) to a travel and tourism organisation of advertising in the Vitalise Magazine. The response may be unbalanced, but in the most part accurate and coherent.</p> <p>Level 3 (9-12 marks) Candidate identifies/describes a range of advantages and disadvantages to a travel and tourism organisation of advertising in the Vitalise Magazine. Candidate is able to effectively assess a range of advantage(s) and / disadvantage(s) to a travel and tourism organisation of advertising in the Vitalise Magazine. The response will be accurate, balanced and logically developed.</p> <p>Note: If only advantages or disadvantages considered award lower half of level.</p> <p>Exemplar Response: Advantages:</p> <ul style="list-style-type: none"> • a quarterly magazine • distributed free to disabled people • carers and supporters of Vitalise • has 100% requested circulation • circulation of over 45 000 each issue • directly mailed. 	<p>Levels [12]</p>

Question Number	Answer	Max Mark
3(d) cont'd	Disadvantages: <ul style="list-style-type: none">• costs in relation to circulation to be considered• magazine only quarterly• time factors in preparing adverts and sending required artwork, etc• a relatively small target market and market share publication.	
Paper Total		[100]

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Assessment Objective Grid

Question	AO1	AO2	AO3	AO4	Total
1(a)	2				2
1(b)		2			2
1(c)	2				2
1(d)	2				2
1(e)	4		4	4	12
2(a)	2				2
2(b)		6			6
2(c)(i)	6				6
2(c)(ii)			3	3	6
2(d)	2	2	4	4	12
2(e)	2	2	4	4	12
3(a)	3				3
3(b)		3	3	3	9
3(c)		4	4	4	12
3(d)		4	4	4	12
Totals	25	23	26	26	100