

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
 June 2008
 Advanced Subsidiary Level



TRAVEL AND TOURISM
Unit 5 Marketing in Travel and Tourism

TT05

Friday 6 June 2008 1.30 pm to 3.30 pm

<p>For this paper you must have:</p> <ul style="list-style-type: none"> a clean copy of the pre-release material. <p>You may use a calculator.</p>
--

For Examiner's Use			
Question	Mark	Question	Mark
1		5	
2		6	
3		7	
4			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

Time allowed: 2 hours

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- If you need more space, use additional answer sheets.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.



Answer **all** questions in the spaces provided.

- 1 (a) Identify the changing holiday trends of UK residents which have affected the marketing of UK holidays.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)



2 (a) Name **one** of the key market segments of Butlins' holidays.

Suggest how Butlins responds to the requirements of your chosen market segment.

Segment

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

Question 2 continues on the next page

Turn over ▶



3 (a) Suggest and justify **two** appropriate marketing objectives for Butlins.

1

.....

.....

.....

2

.....

.....

.....

(2 × 2 = 4 marks)

3 (b) Explain the importance to organisations such as Butlins of having marketing objectives which are measurable.

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)



3 (c) Explain why travel and tourism organisations continually evaluate their marketing strategies.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

14

Turn over for the next question

Turn over ▶



4 Butlins uses a variety of market research methods.

4 (a) Describe **two** advantages of using primary research to gather information from customers.

1

.....

.....

.....

.....

2

.....

.....

.....

(2 × 2 = 4 marks)

4 (b) Page 14 of the pre-release material shows part of a survey for day visitors to Butlins. Suggest and justify **two** additional questions that it might be useful for Butlins to include.

1

.....

.....

.....

.....

2

.....

.....

.....

(4 marks)



7 PEST analysis is used to assess the external influences on business.

Explain how *economic* and *technological* factors might affect Butlins' business environment.

Economic

.....
.....
.....
.....
.....
.....
.....
.....

Technological

.....
.....
.....
.....
.....
.....
.....
.....

(2 × 4 = 8 marks)

8

END OF QUESTIONS



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

