

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
 January 2009
 Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 5 Marketing in Travel and Tourism

TT05

Monday 12 January 2009 9.00 am to 11.00 am

For this paper you must have:

- a clean copy of the pre-release material.

You may use a calculator.

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.

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Question	Mark	Question	Mark
1		5	
2		6	
3		7	
4		8	
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

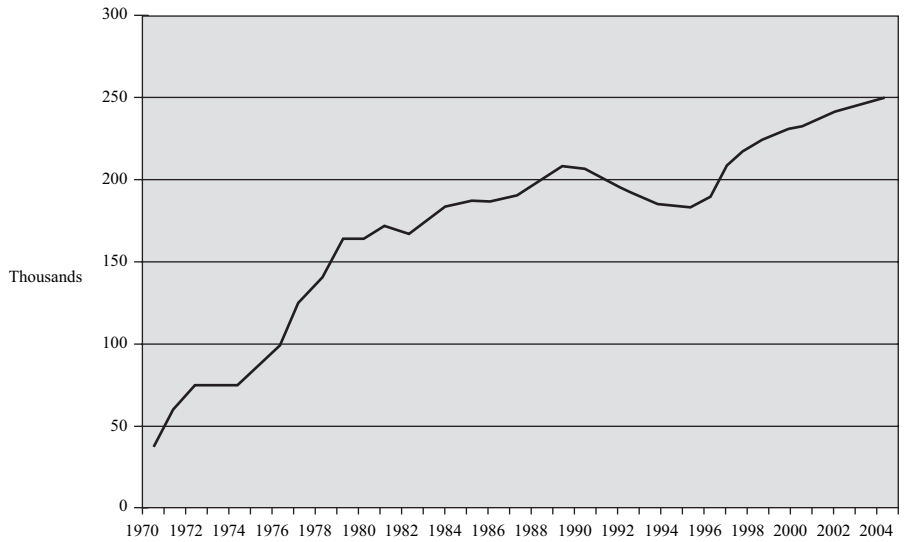


J A N 0 9 T T 0 5 0 1

2 (b) Study **Figure 1** (below). This graph uses a technique to make it easier to see trends in the data shown in **Item 3** on page 11 of the pre-release material.

Figure 1

Passenger numbers (thousands) 1970–2005 using running mean



2 (b) (i) Suggest **two** probable causes of the fall in visitor numbers in the early 1990s.

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(2 marks)



3 (a) Explain why the Customer Survey (page 9 of the pre-release material) asks where visitors obtained their Severn Valley Railway timetable leaflet.

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(2 marks)

3 (b) This Customer Survey is an example of primary market research.

3 (b) (i) Give **one** example of a **secondary** research source that the Severn Valley Railway could use for marketing purposes.

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(1 mark)

3 (b) (ii) In what ways could the information from that source be used?

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(3 marks)

6



Turn over for the next question

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

Turn over ►



0 7

4 The Severn Valley Railway formerly offered only steam train trips along the line.

4 (a) Identify **four** ways in which the Severn Valley Railway has diversified its range of products and services.

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(4 marks)

4 (b) Explain why visitor attractions such as the Severn Valley Railway carry out ‘product diversification’.

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(6 marks)



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(10 marks)

14

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6 Page 7 of the pre-release material shows one side of an A4 folded colour leaflet which is part of the ‘Wild Tracks’ campaign to market the local safari park and the Severn Valley Railway together.

6 (a) Identify and explain the range of suitable places where the ‘Wild Tracks’ advertising leaflet can reach its market.

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(4 marks)

6 (b) Assess the advantages of joint marketing between the Severn Valley Railway and the West Midland Safari Park.

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(8 marks)

12

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(10 marks)

10

END OF QUESTIONS

