Surname					Other	Names			
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For Examiner's Use

General Certificate of Education January 2009 Advanced Subsidiary Examination

# AQA

## 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.

For Examiner's Use							
Question	Question Mark Question Mark						
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2 6							
3 7							
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### Answer all questions in the spaces provided.

(a	1)	Give	reasons for the pricing structure shown.
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		•••••	(6 mark
(b	)	(i)	Which part of the route would a customer <b>not</b> see if he was taking the 'Wild Tracks' package (page 7)?
			(1 mar.
(b	)	(ii)	What return fare would an OAP be charged if he now wanted to take a train on this missing part of the route?



8

2	(a)	<b>Item 1</b> on page 11 of the pre-release material shows passenger numbers using the Severn Valley Railway over a twelve-month period. Suggest reasons for the pattern shown.
		(6 marks)

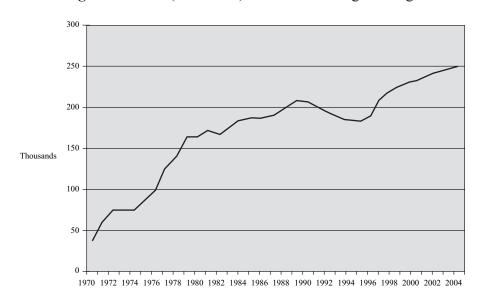
Question 2 continues on the next page



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	nrohahle	callees (	of the	fall in	visitor	numbers	in th	e early	1990s
_	(0)	(1)	buggest two	probable	causes (	or the	Iun III	VISITOI	Hulliocis	111 (11	c carry	1//03

1	
2	
	(2 marks)



2	(b)	(ii)	Use the example of the Severn Valley Railway 1970–2005 to explain the concept of <i>product life cycle</i> .
			(8 marks)
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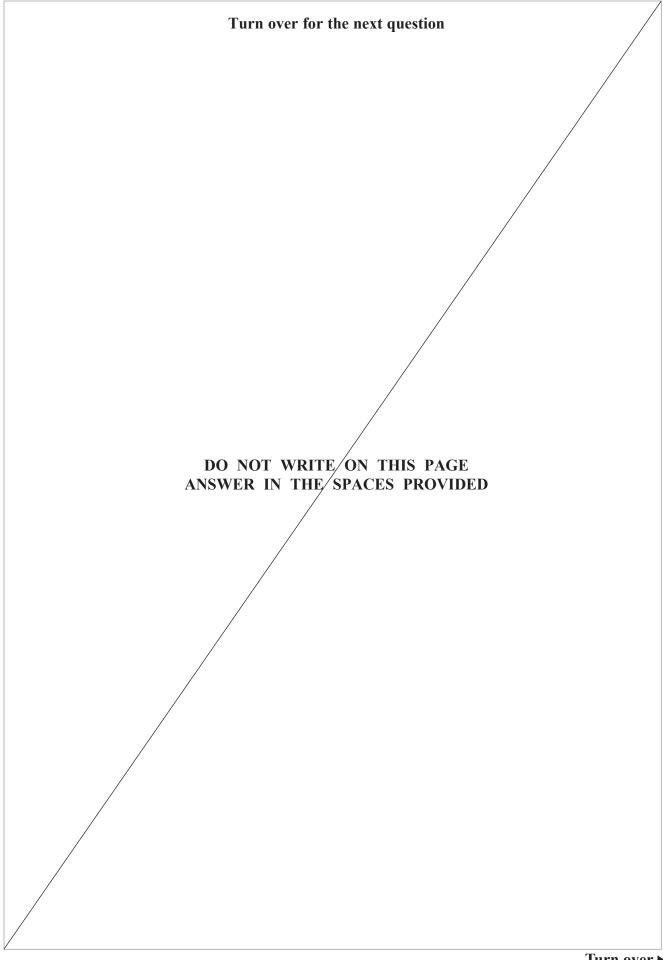
16

Turn over for the next question



3	(a)		ain why the Customer Survey (page 9 of the pre-release material) asks where ors obtained their Severn Valley Railway timetable leaflet.
			(2 marks)
3	(b)	This	Customer Survey is an example of primary market research.
3	(b)	(i)	Give <b>one</b> example of a <b>secondary</b> research source that the Severn Valley Railway could use for marketing purposes.
			(1 mark)
3	(b)	(ii)	In what ways could the information from that source be used?
			(3 marks)







4	The	Severn Valley Railway formerly offered only steam train trips along the line.
4	(a)	Identify <b>four</b> ways in which the Severn Valley Railway has diversified its range of products and services.
		1
		2
		3
		4(4 marks)
4	(b)	Explain why visitor attractions such as the Severn Valley Railway carry out 'product diversification'.
		(6 marks)



4	(c)	The Severn Valley Railway has introduced a programme of special events leading up to Christmas, illustrated on page 4 of the pre-release material. Account for the success of this idea.
		(6 marks)

1.6

Turn over for the next question



5	Stud	y the SWOT analysis on page 6 of the pre-release material.
5	(a)	Outline how the managers of the Severn Valley Railway could act to counter <b>one</b> of the threats shown.
		Threat:
		(4 marks)
5	(b)	Contrast <b>either</b> the main strengths <b>or</b> the main weaknesses of <b>one</b> travel and tourism organisation that you have studied with those of the Severn Valley Railway.
		Name of organisation:



(10 marks)

14

Turn over for the next question



(a)	Identify and explain the range of suitable places where the 'Wild Tracks' advertising leaflet can reach its market.
(b)	
(b)	
(b)	Assess the advantages of joint marketing between the Severn Valley Railway and the
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	(10 marks)
END OF QUESTIONS	

