

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
 June 2009
 Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 5 Marketing in Travel and Tourism

TT05

Friday 5 June 2009 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>
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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.

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



J U N 0 9 T T 0 5 0 1

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

1 Study the survey results shown on page 6 of the pre-release material.

1 (a) (i) Virgin Trains has tried to improve the features inside its carriages. Identify **one** onboard feature that many customers remain dissatisfied with.

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(1 mark)

1 (a) (ii) In any survey it is important to avoid bias. Suggest **one** possible cause of bias that could occur when carrying out the national passenger survey.

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(1 mark)

1 (b) Identify **two** key results of the questionnaire surveys carried out between autumn 2005 and autumn 2007, and explain their significance for Virgin Trains.

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(6 marks)



1 (c) Describe **one** method of market research **other than** a questionnaire that could be used by Virgin Trains to collect information about rail passengers.

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(3 marks)

1 (d) Compare the merits of the method that you chose in (c) with those of using a questionnaire.

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(6 marks)

17

Turn over ►



3 (a) Explain how the following marketing techniques are meant to work:

3 (a) (i) *press release* (page 12 of the pre-release material)

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3 (a) (ii) *viral marketing* (page 11 of the pre-release material).

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(2 × 3 = 6 marks)

3 (b) Study the newspaper advertisement on page 10 of the pre-release material.

Outline how **two** features of the advertisement make it effective.

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(2 marks)

8

Turn over ▶



4 Explain how Virgin Trains has made improvements to the quality of customer experience since winning the West Coast franchise.

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(9 marks)

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5 The booking and distribution of tickets is a part of *place* in the Virgin Trains’ marketing mix (pages 8 and 9 of the pre-release material).

5 (a) Describe **one** advantage and **one** disadvantage for customers arising from Virgin Trains applying technology (phone/internet) to the purchase of tickets.

Advantage

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Disadvantage

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(4 marks)

5 (b) Evaluate whether new technological methods for obtaining tickets, such as *thetrainline* and FastTicket, are of more benefit to the organisation or to its customers.

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(6 marks)

10

Turn over ►



6 Virgin Trains divides its two main customer types (business and leisure passengers) into further 'segments' for marketing purposes.

6 (a) Describe how **one** travel and tourism organisation that you have studied (**other than** Virgin Trains) segments its market.

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(4 marks)

6 (b) Assess the advantages for your chosen organisation of using market segmentation in its marketing.

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(8 marks)

12

Turn over for the next question

Turn over ▶



7 Among the promotional campaigns run by Virgin Trains is “First Class Now Comes as Standard”, shown on page 11 of the pre-release material.

7 (a) Evaluate how much this promotional campaign would help to achieve Virgin Trains’ objectives.

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(6 marks)

7 (b) Describe **one** way in which Virgin Trains could measure whether the promotional campaign “First Class Now Comes as Standard” is a success.

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(4 marks)



7 (c) Explain the purpose and nature of a promotional campaign run by **one named** travel and tourism organisation that you have studied **other than** Virgin Trains.

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(9 marks)

19

Turn over for the next question

Turn over ▶



8 In the SWOT analysis on page 12 of the pre-release material, the ‘lower perceived price of car, plane and coach travel’ is given as a weakness, which affects Virgin Trains’ success at attracting customers.

Suggest ways in which Virgin Trains might be able to overcome this weakness.

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(6 marks)

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END OF QUESTIONS

