

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



General Certificate of Education
January 2010
Advanced Subsidiary Examination

Travel and Tourism

TT05

Unit 5 Marketing in Travel and Tourism

Monday 18 January 2010 1.30 pm to 3.30 pm

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.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- 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.



J A N 1 0 T T 0 5 0 1

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

1 Refer to the Timeline on page 2 of the pre-release material.

1 (a) Suggest why the airport name was changed to ‘Norwich International Airport’.

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(2 marks)

1 (b) Suggest why the airport invited the EU Commissioner for Transport to open its new terminal.

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(2 marks)

4



2 (a) Study the table and graph of passenger numbers, shown on page 3 of the pre-release material.

Describe the pattern (1979 to 2008) of passenger numbers flying to and from Norwich Airport, referring to the concept of the *product life cycle*.

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(6 marks)

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Question 2 continues on the next page

Turn over ►



2 (b) Norwich International Airport is in competition with other airports in the region. It has a distinctive *product* to persuade passengers to fly from Norwich.

2 (b) (i) Describe what is distinctive about the Norwich International Airport *product*.

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(4 marks)

2 (b) (ii) To what extent does the *product* meet passengers' changing needs and expectations?

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(4 marks)

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3 Websites can be a useful marketing tool for airports.

3 (a) How could an airport measure the effectiveness of its website for marketing?

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(4 marks)

3 (b) Describe the advantages and disadvantages for **one** travel and tourism organisation that you have studied of using a website as part of its marketing.

Travel and tourism organisation

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12

4 Study the **political** and **economic** factors in the PEST analysis on page 12 of the pre-release material.

Explain the importance of **one** *political* factor and **one** *economic* factor that have brought about greater demand for travelling from UK airports.

Political factor

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Economic factor

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(Extra space)

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Turn over for the next question

Turn over ►



5 Analyse the methods of outdoor advertising shown on page 6 of the pre-release material, giving reasons why some methods may be more effective than others.

Dotted lines for writing the answer.

(9 marks)

(Extra space)
Dotted lines for extra space.

9



6 Compare the main promotional techniques used by **one** travel and tourism organisation that you have studied with those used by Norwich International Airport.

Travel and tourism organisation.....

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(10 marks)

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Turn over ▶



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10



7 In addition to marketing to the travelling public, Norwich International Airport must also persuade travel and tourism organisations such as tour operators and airlines to use the airport.

7 (a) *Price* is an important part of the marketing mix to attract tour operators and airlines.

Name **three** parts of the *marketing mix*, other than *price*.

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(1 mark)

7 (b) Suggest the factors that an airport takes into account when it sets its charges to airlines.

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(6 marks)

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7 (c) The marketing budget on page 7 of the pre-release material includes examples of marketing activities that directly target tour operators, travel agents and airlines.

Explain how **two** examples of these marketing activities could contribute towards achieving the airport’s marketing objectives, shown on page 9 of the pre-release material.

Marketing activity 1

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Marketing activity 2

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(2 × 4 = 8 marks)

15



- 8 (a) The online market research survey (see page 11 of the pre-release material) can be sent to each passenger who uses an airport.

Suggest **one** way of encouraging passengers to fill in and send back the online survey.

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(2 marks)

- 8 (b) Explain how results from each of the three sections of this online market research survey could be used for a marketing purpose.

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SECTION B

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Turn over ▶



SECTION C

(3 × 4 = 12 marks)



8 (c) Market researchers make use of primary and secondary sources.

8 (c) (i) What is a *secondary* source?

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(2 marks)

8 (c) (ii) Give **two** *secondary* sources which the marketing manager of Norwich International Airport would find useful.

Secondary source 1

Secondary source 2

(2 marks)

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END OF QUESTIONS



There are no questions printed on this page

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

