

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
TOTAL	



General Certificate of Education  
Advanced Subsidiary Examination  
June 2011

# Travel and Tourism

# TT05

## Unit 5 Marketing in Travel and Tourism

Tuesday 24 May 2011 1.30 pm to 3.30 pm

**For this paper you must have:**

- a clean copy of the preliminary 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. Do not write outside the box around each page or on blank pages.
- 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.
- In Question 10 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 U N 1 1 T T 0 5 0 1

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

**1** The Big Bus Company has affiliations with other organisations shown on page 7 of the preliminary material.

**1 (a) (i)** Name the organisation whose members include hotel staff who help to increase ticket sales.

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(1 mark)

**1 (a) (ii)** Outline why these staff are in a good position to help ticket sales.

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(1 mark)

**1 (b) (i)** Name the organisation that helps the Big Bus Company by marketing to overseas visitors.

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(1 mark)

**1 (b) (ii)** Outline briefly **one** way in which it can do this.

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(1 mark)

<b>4</b>



**2 (a)** Study the information about overseas visitors on page 5 of the preliminary material.

Outline **three** characteristics of the overseas visitor segment of the market which would be important to those responsible for marketing the Big Bus Company tours.

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*(3 x 2 = 6 marks)*

**2 (b)** Describe how the Big Bus Company enhances the experience for its customers.

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**Turn over ►**



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(8 marks)

*Extra space* .....

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**3** The Big Bus Company collects information from customers on a customer comment card (page 8 of the preliminary material).

**3 (a)** Explain how information from the comment card would be useful for marketing.

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(6 marks)

**3 (b)** Suggest **one** market research method, other than a survey like the customer comment card, by which the company could obtain useful information.

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(1 mark)

**3 (c)** Compare the merits of the method that you suggested in **3(b)** with the merits of using a customer comment card.

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(6 marks)

Extra space .....

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**4** Explain why press releases, such as the example shown on page 8 of the preliminary material, are likely to be effective as a marketing tool.

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(9 marks)

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**5** Outline **two** important factors that have brought about greater provision of sightseeing bus tours in London in recent years.

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(4 marks)

4

**Turn over for the next question**

**Turn over ►**



**6** Study page 6 of the preliminary material, showing the different channels by which Big Bus tickets are distributed.

**6 (a)** Suggest, with reasons, which channel the company might prefer customers to use to buy its tickets.

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*(2 marks)*

**6 (b)** Compare the weaknesses of distributing tickets through any **two** of the other channels shown on page 6 of the preliminary material.

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*(8 marks)*





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<b>10</b>

**Turn over for the next question**

**Turn over ▶**



**7 (a)** Describe **two** strategies that travel and tourism organisations could use to encourage repeat business from customers.

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*(2 x 2 = 4 marks)*

**7 (b)** The Big Bus Company is always looking for strategies to encourage repeat custom. Explain to what extent the Big Bus Company might find it difficult to attract repeat custom.

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*(6 marks)*



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**Turn over for the next question**

**Turn over ►**



**8** Study the extract from a SWOT analysis on page 12 of the preliminary material.

**8 (a)** Explain why SWOT analyses always list negative points separately as 'weaknesses' and 'threats'.

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(2 marks)

**8 (b)** From the reviews that customers have submitted (page 11 of the preliminary material), suggest **one** further weakness and **one** further threat facing the Big Bus Company.

Weakness .....

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Threat .....

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(2 marks)

**8 (c)** Propose and justify a marketing strategy which the company could use to counter the problem of visitors being able to see the same sights using scheduled London bus services.

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(6 marks)

*Extra space* .....

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<b>10</b>

**Turn over for the next question**

**Turn over ►**



**9** Describe **two** advantages of promoting the Big Bus Company in partnership with major visitor attractions in London as a joint-marketing strategy.

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(6 marks)

*Extra space* .....

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*Extra space* .....

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**END OF QUESTIONS**

