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**Answer ALL the questions. Write your answers in the spaces provided.**

**Read the information below before answering Questions 1 to 3. Ely Hotel is a fictitious organisation.**

Ely Hotels has eight hotels located throughout the UK; mostly in city centre locations with good public transport links. They are rated as four star properties which target both the business and leisure markets. Some of the hotels are currently undergoing major redevelopment.

There are business, conference and banqueting facilities and a state of the art gym for use by residents in all hotels. They offer special rates at the weekend to increase room occupancy; all details can be found on their website.

55% of Ely Hotels' bookings come from repeat business. They feel that the after-sales service they provide is vital to the entire sales process.

1. (a) Describe what is meant by after-sales service.

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**(4)**



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Mr and Mrs Donaghy have just spent a leisure weekend at the Ely Hotel in Bournemouth celebrating their first wedding anniversary.

(b) Other than a letter, describe **two** ways Ely Hotels might provide after-sales service to Mr and Mrs Donaghy.

1 .....

2 .....

**(4)**

(c) Explain the benefits to Ely Hotels of providing after-sales service.

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**(4)**



Read the following letter from Ely Hotels before answering the rest of Question 1.

Ely Hotels  
2 Langford Road  
Whiteford  
England

Dear Guest

It has been our pleasure to welcome you to Ely Hotels in the past and now following the completion of a major re-development at the hotels we are delighted to present the finished product to you.

During this exciting time, we have events planned at the hotels which may be of interest to you. We have just finalised our Christmas and New Year Brochure, please find details enclosed. Many additional items are outlined on our website on [www.Ely-hotels.com](http://www.Ely-hotels.com).

In recognition of your continued loyalty to Ely Hotels, we would like to extend the following invitation exclusively to you:

On your next visit to Ely Hotels, we would like to offer you

### **A complimentary upgrade**

The above offer is of course subject to availability.  
Should you wish to make a reservation, our sales team are at your service.

On behalf of all the staff and management at Ely Hotels we look forward to welcoming you back.



(d) Evaluate the effectiveness of the attached letter from Ely Hotels in providing after-sales service.

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Q1

(Total 18 marks)

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2. Ely Hotels are planning their marketing activities for the coming year. Two of their marketing objectives are:

- to increase repeat business by 10 per cent
- to increase their proportion of customers in the 18–25 age range to 5 per cent

(a) Explain how promotion can be used to achieve each of these marketing objectives.

To increase repeat business by 10 percent

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to increase their proportion of customers in the 18-25 age range to 5 per cent

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(12)

(b) The second marketing objective uses age as a method of market segmentation.  
Give **two** other ways of market segmentation.

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2 .....

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(2)

(Total 14 marks)

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Q2

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Read the following leaflet before answering Question 3.

## ELY HOTELS

### WIN A TWO-NIGHT BREAK FOR TWO!!

*"Whether you want to get away from it all and relax and experience 4\* luxury accommodation and leisure facilities in a country location, or are a business traveller, why not avail yourself of our state of the art gym to unwind at the end of each day."*

**SPECIAL MIDWEEK OFFER  
THREE NIGHTS FOR THE  
PRICE OF TWO IN ANY OF  
OUR COUNTRY HOTELS.  
£150 pp B&B**

**NEW LIMO SERVICE  
TRANSFER FROM LOCAL  
RAILWAY STATIONS**

### BOOK ONLINE NOW!!

*Not only can you check availability and get instant confirmation of your holiday, but you can also browse our full selection of country and city properties.*

**BOOK BEFORE 31<sup>st</sup> JULY 2007 TO ENTER THE PRIZE DRAW  
TO WIN A FABULOUS LEISURE BREAK FOR TWO.**

[www.ely-hotels.com](http://www.ely-hotels.com)

Telephone: 010 353 2261 5610





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3. (a) (i) Complete the table below which outlines the marketing mix for Ely Hotels.

<b>Product</b> Underground Car Parking .....	<b>Place</b> City Centre Locations .....
<b>Price</b> Special weekend rates .....	<b>Promotion</b> Brochure .....

(4)

Another of the marketing objectives is to increase the number of customers booking weekend leisure breaks online.

(ii) Explain how the four elements of the marketing mix works together to meet this objective.

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There are a number of economic factors that Ely Hotels will need to consider when planning their promotional activities.

(b) Analyse how economic factors may influence the promotional activities of Ely Hotels.

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Q3

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4. (a) There are many promotional techniques that tourist boards use in their promotions. Describe each of the following promotional techniques.

Advertising .....

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Displays .....

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Sponsorship .....

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(6)

The Northern Ireland Tourist Board devised the following campaign to launch their short break brochure for 2009. The aims of the campaign are:

- to raise awareness of the short break market
- to increase market share throughout the UK
- to increase early sales to maximise cash flow

Promotional Campaign

Technique	Media
Advertising	National Press Newsletter to established database of existing customers promoting short breaks and e-mail last minute offers.
Direct Mail	Postcard to established and new customers promoting short breaks brochure.
Sales Promotions	2009 short break brochure distribution deal with supermarket chain. 2009 short break brochure distribution deal with health club chain. Loyalty promotion (token collect) with supermarket chain.
Sponsorship	Sponsor a TV programme aired in Northern Ireland on a weekday evening. Logo display with voice-over.





(b) Analyse the use of these techniques in the promotional campaign for the launch of the short break brochure.

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Q4

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5. Niceday Cruises plan to introduce their Christmas Cruise Brochure for 2009.

This will feature cruises to new destinations such as Mexico, Florida, Jamaica and The Dominican Republic.

They are offering £150 cash back for all online bookings for groups of 4 people or more and also 14 nights for the price of 10 on certain cruises.

Their aim is to attract couples with older children and also couples with no children who are keen to get away for Christmas.

The objectives of the campaign are:

- increase revenue
- improve company image.

They are considering using a range of techniques and have received the following information regarding potential costs.

**Direct Mail**

Christmas Cruise Brochures could be sent direct to each person who previously booked with the company. The cost of brochures, postage and package would be £1.90 each.

Postcards could be sent to all customers. The cost of the postcards, postage and package would be 50p each.

**Advertising**

National Sunday Newspaper half page £2,500.00

Radio Advert on Regional Commercial Radio £1,700.00 per region for a two-week period

Regional Daily Newspaper quarter page £1,000.00

**Sponsorship**

The cost of sponsoring a TV programme for six weeks on ITV is £100,000.

If additional voice-over then the cost is £125,000.

The cost to sponsor the local rugby team is £25,000 per season.

**Other**

There are a variety of other techniques that could be used that have minimal costs attached.



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(a) State **two** other promotional techniques that could be used in Niceday Cruises campaign.

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**(2)**

(b) Produce a promotional plan for the launch of the new exclusive Christmas Cruise Brochure that includes a description of the activities to be undertaken and the budget required to implement your proposals.

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(c) Justify how your promotional plan will be an effective use of the money to be provided in achieving the campaign objectives.

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Q5

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6. Analyse the effectiveness of **one** promotional campaign undertaken by a travel and tourism organisation that you have researched.

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**TOTAL FOR PAPER: 90 MARKS**

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