

Mark Scheme

Summer 2013

Travel and Tourism (6996)
Unit 10: Promotion and Sales in Travel
and Tourism

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1(a)(i)	<p>Up to 2 marks available for description. Maximum of 1 mark for example.</p> <ul style="list-style-type: none"> • Finding out what the customers want (1) • The seller asks the customer open questions (1) such as what they want, how much they want to pay (1) 	(2)

Question Number	Answer	Mark
1(a)(ii)	<p>Up to 2 marks available for description. Maximum of 1 mark for example.</p> <ul style="list-style-type: none"> • Says what product/service is like (1) • Describes what the product/service is like (1) then explains how it meets the needs of the customer (1) 	(2)

Question Number	Answer	Mark
1(b)	<ul style="list-style-type: none"> • If customers can see the benefits they will buy (1) • When customers are unsure and think of problems, if the salesperson can explain they are not really problems (1) the customer is more likely to buy (1) • If a salesperson can show the benefits are greater than the problems customers may feel (1) then the customer is more likely to buy (1) 	(2)

Question Number	Answer	Mark
1(c)(i)	<p>One mark available for relevant market segment. Up to 2 marks available for explanation. Only award full marks if response refers to the material.</p> <ul style="list-style-type: none"> • Business people (1) • Geography (1) • If the organisation has training events and needs to accommodate staff in Bristol (1) they will remember the discount they can get (1) • If the company wants to hold meetings or conferences (1) they know they can get a conference room at a cheaper rate (1) 	(3)

Question Number	Answer	Mark
1(c)(ii)	<p>One mark available for relevant market segment. Up to 2 marks available for explanation. Only award full marks if response refers to the material.</p> <ul style="list-style-type: none"> • Lifestyle (1) • Couples (1) • Domestic tourists (1) • People looking to come to Bristol for events (1) will see the advert for Reena's hotel in the magazine and want to stay here (1) • People from across the UK will be reading the magazine to get ideas for short breaks (1) and they will see the advert for Reena's hotel (1) 	(3)

Question Number	Answer	Mark
2(a)(i)	<ul style="list-style-type: none"> • It will allow him to see if these figures have changed (1). If figures have increased the farm would have been harder to keep up to standard (1) • This information will be useful to Mark because he will be able to see whether the farm has had more customers or made more money (1) if so the staff will have been busier (1) which might explain that they have not got as much time to deal with customers (1) 	(3)

Question Number	Answer	Mark
2(a)(ii)	<ul style="list-style-type: none"> • There maybe no change in the figures (1) • There is no information about staff (1) we do not know if there was sickness amongst staff (1) • The information will not be useful to Mark as he only gets an overview (1) he will not know the specifics of the problems (1) and will not know if it is just one member of staff causing problems, for example (1) • Because it is quantitative data (1) and really Mark needs to understand reasons which demands qualitative data (1) such as why cleanliness standards are falling (1) and whether a lot of customers hold negative views (1) 	(3)

Question Number	Answer	Mark
2(b)	<p>Up to 2 marks available for advantage. Up to 2 marks available for disadvantage.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Mark could give questionnaires to customers when they are leaving (1) which can ask specific questions about what areas he wants to find out about (1) • If they get any feedback they can follow up (1) and find out exactly what happened (1) • The customers will be able to go into specific detail about what happened (1) and Mark can use these comments to improve the areas which need improvement (1) <p>Disadvantages:</p> <ul style="list-style-type: none"> • This would take a lot of time to set up (1) and comments may not be helpful to specific problems (1) • This will cost money to setup (1) and then someone will need to go through the responses /due to printing costs (1). 	(4)

Note: Up to 12 marks are available for 3(a). 3 for each P relating to the objectives. A maximum of 1 mark per P is available for a description with no explanation. A maximum of 4 marks available in total for 3(a) if no reference to the objectives. Answers should refer to what is there not what candidates would like to see.

Question Number	Answer	Mark
3(a)(i)	<p>Promotion:</p> <ul style="list-style-type: none"> • The Eden Project has a website which means potential visitors from all over the UK/Europe (1) can get information (1) • The press coverage on winning awards will encourage French visitors (1) as the awards make it clear that Eden is very special (1) • Advertising in local newspapers will not attract French visitors (1) or families from across the UK (1) as only locals near Eden will see these adverts (1) • 10% online discount will attract visitors (1) 	(3)

Question Number	Answer	Mark
3(a)(ii)	Place: <ul style="list-style-type: none"> • The fact that you can buy tickets online (1) will help attract people who live a distance from Eden (1) • The fact that there is a railway station 3 miles from Eden with direct links to London (1) will help to attract families coming by public transport (1) • The fact that there are no major motorways nearby (1) should mean people/families are more likely to use public transport (1) • It is quite difficult to get straight to Eden by public transport (1) you need to change transport or cycle (1) which can be difficult when you have children (1) 	(3)

Question Number	Answer	Mark
3(a)(iii)	Price: <ul style="list-style-type: none"> • The price is cheap for such an icon attraction.(1) • The fact that children up to 16 years are free if they come by public transport (1) will incentivise families to try and visit without their cars. (1) • The cheaper rate for coming by public transport is not much cheaper for adults (1) so people travelling all the way from France may not bother with this. (1) 	(3)

Question Number	Answer	Mark
3(a)(iv)	Product: <ul style="list-style-type: none"> • Will attract botanists from across Europe (1) • There are lots of products available to entertain families with children (1) such as play areas and trails (1) • The product is world renowned (1) so it will be known by people in France (1) and they are more likely to want to visit something so highly regarded (1) 	(3)

Question Number	Answer	Mark
3(b) QWC	<p>Up to 8 marks available for analysis.</p> <p>Likely themes in responses:</p> <ul style="list-style-type: none"> • Technological – websites/virtual tours reducing the need for so many brochures which is helping the environment. Changing from paper based selling tools to virtual/online ones • Environmental -Travel and tourism companies much more likely to market their environmental projects to show their caring side. However research shows that customers are still much more price conscious so marketing on this alone will not work to advantage of companies • Technological/environmental – is difficult to split the two as mainly due to technological developments environmental factor has come into play. If internet had not developed to such an extent it is unlikely that we would have moved away from paper based selling tools like brochures to such a large degree. Growth of social networking sites such as Facebook and Twitter influencing customer decisions. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional activities. One theme only likely to be examined.</p> <p>The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy</p>
2	4-6	<p>Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Some reference to promotional activities. More than one theme examined.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained analysis and clear reference to relevant current examples from the industry. Frequent reference to promotional activities. A variety of themes examined with consistent analysis.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
4(a)	<p>Up to 2 marks available for each technique described. Maximum of 1 mark available for examples in each case.</p> <ul style="list-style-type: none"> • Direct marketing uses a database of customer names (1) to send information direct to past customers/those likely to be interested in the product (1) • Direct marketing involves contacting customers directly (1) eg sending a letter to their address (1) • Personal Selling is where an actual person tells you about the product (1) over the phone or in an agency (1) • Display is a stand at a conference (1) • Window display (1) • Where a stand may be made showing the product (1) perhaps at a holiday exhibition (1) 	(6)

Question Number	Answer	Mark
4(b)(i)	<p>Up to 2 marks available for each promotional technique and description. Only 1 mark for identification of promotional technique.</p> <ul style="list-style-type: none"> • Sales Promotion (1) which has been used by giving 25% off a hotel and park ticket package (1) 14 Disney park days for the price of 7 OR • Sales Promotion (1) which has been used to offer 15% off winter prices/kids under 7 stay and play free for certain arrivals/kids under 12 stay and play free for certain arrivals • Advertising (1) which has led to the placement of this advert in the media/Travel Weekly • Advert (0) 	(4)

Question Number	Answer	Mark
4(b)(ii)	<p>Up to 4 marks available for explanation of how techniques will be effective at attracting the target market of this advert/sales promotion. Award for explanation if promotional material used instead of technique. No marks for description/explanation of content without reference to promotional technique and/or material. Maximum of 2 marks if not applied to families.</p> <ul style="list-style-type: none"> • Sales promotion is good when the target market is families (1) because they often do not have much disposable income (1) • Sales promotion will entice families (1) because the low prices make them think they will be able to afford the holiday (1) as such a good deal (1) can't afford to miss it (1) • Advert uses the cartoon characters that attract children (1) and adults who remember them from their childhood (1) • Advert uses cartoon characters symbolic of Disney (1) so families will be quickly drawn to the advert (1) as these characters are so famous and appealing to this target market (1) 	(4)

Question Number	Answer	Mark
4(c)	<p>Up to 6 marks available for evaluation. Maximum of 4 marks for evaluation of one market research method only. Maximum of 2 marks for description only.</p> <ul style="list-style-type: none"> • The focus group will be expensive/time consuming to run (1) • The focus group will work well because they will find out what young couples want (1) because they can ask them specific questions (1) • The focus group is useful because they can react to young people's answers (1) and probe further/ask more questions (1) to find out exactly what they mean • The sales figures will tell them the most popular months young people holiday (1) • It won't tell them what they like to do(1) as you are using secondary data not totally relevant to RCI's needs (1) 	(6)

Question Number	Answer	Mark
5(a)	<p>Up to 4 marks available for suggestions. Up to 2 marks available for realistic budget proposals. Up to 2 marks available for appropriate timescales. 2 marks if within 10% of budget of £10,000, 1 mark if within 15% of budget of £10,000.</p> <p>Students:</p> <ul style="list-style-type: none"> • Sponsorship of two Halloween balls £4000 (1)in October(1) • Sales Promotion for first 100 students £100 per month(1) <p>People over 60 visiting friends and relations:</p> <ul style="list-style-type: none"> • Direct marketing of database members £3000(1) in September(1) • 2 ¼ page adverts in regional newspaper £2000(1) in November(1) • Total £10,000(1) <p>Timescales - e.g email potential customers over 60 in July and then again in October. Advertise £1 offer late July/early August etc</p>	(8)

Question Number	Answer	Mark
5(b)	<p>Up to 6 marks available for explanation. Maximum of 3 marks if not referring to the market segments the company wishes to attract.</p> <ul style="list-style-type: none"> • People will see their name if they sponsor balls (1) • Sponsorship of Halloween balls gets the company name directly in front of the target market (1) and they should remember the company if it becomes the BC2L Halloween ball (1). They will also associate the name with a good time (1) • If the company purchase use of the Saga database they have access to their target market of older people (1) • People will see the adverts in regional papers (1) • £3000 is not a lot of money when it means you can directly access the people that you want (1) such as pensioners who are likely to be in the database (1) • Offering discounts for booking in August is good (1) as students go back to university in September (1) Students are always short of money (1) so will be looking for good deals (1) so are likely to notice a promotion offering lots of money off transport (1) also they will see the name as the sponsor of the ball (1) 	(6)

Question Number		Indicative Content
6(a)		<p>Responses may include:</p> <ul style="list-style-type: none"> • Number of different promotional techniques and materials used which should mean more people see the campaign • Advertising is good as people are likely to see it • Sales Promotion is normally good but giving it during the half term holidays won't attract school groups as they are off. • Direct Marketing idea is excellent as schools being directly contacted and the sample worksheets give teachers an excellent idea of what the museum can offer and help in delivery of curriculum • Total expenditure on campaign is £ 4750 but the additional monies taken is £10,000 so even after taking in the expenditure the museum has still made more money • Have achieved their goal of increasing the numbers of school groups attending
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application.
2	4-6	Reference to a variety of themes and an attempt at assessing effectiveness through costs vs increased business. Responses with some assessment /application. Responses may have clear application and some assessment or some application and clear assessment.

Question Number		Indicative Content
6(b) QWC		<p>Responses may include:</p> <ul style="list-style-type: none"> • It depends on the market segment the organisation is trying to attract • If you are a national organisation you are likely to be trying to attract people from across the country for example Holiday Inn group run newspaper adverts nationally as they are trying to get people to all their hotels • If you are an airline you are likely to run routes between different countries so you will be looking for people to fly with you from all destinations so therefore you are likely to advertise in places that your target market will see you. For example easyJet advertises in national papers but also runs adverts in the countries they fly to such as Spain they try to attract Spaniards to fly to Edinburgh for a break • If you are just a local company you may well try to mainly attract local people for example a small local farm or a model railway may target locally as they know they are not big enough to attract more widely
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning.</p> <p>The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy</p>
2	4-6	<p>Reference to a variety of examples. Increased application and detail in reasoned explanation.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Clear reference to a variety of examples. Clear application and focussed responses with sustained explanation.</p> <p>The candidate uses specialist terms consistently and the responses show good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

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