

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the October 2004 question paper

TRAVEL AND TOURISM

5252

Marketing and Promotion, maximum mark 100

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the *Report on the Examination*.

- CIE will not enter into discussion or correspondence in connection with these mark schemes.

October 2004

CAMBRIDGE INTERNATIONAL DIPLOMA
Standard Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5252

TRAVEL AND TOURISM
Marketing and Promotion

Page 1	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCTOBER 2004	5252

Question 1

- (a)(i)** Strength – D; Weakness – C; Opportunity – H; Threat – B. (4 x 1) **A2(b)**
- (ii)** Political – A; Economic – E (also accept A); Social – G; Technological – F. (4 x 1) **A2(b)**
- (b)** Any from list with justified account e.g. **A1(a)**
- use Tourism Board to promote country abroad (explanation: to create positive image and encourage more visitors)
 - improve transport links with Western Europe (explanation: to enable better access by target market)
 - encourage private investment in tourist industry (explanation: to support expanding infrastructure in coping with increased demand) (1 + 1 x 3)
- (c)(i)** Primary research – accept questionnaires, interviews or telephone surveys. (1) **A2(a)**
- (ii)** Any two from: **A2(a)**
- difficult to present results
 - difficult to analyse
 - wide variance in responses
 - no real trend or pattern visible (2 x 1)
- (iii)** Any two from: **A2(a)**
- number of existing cycle routes
 - data on cycle hire
 - number of published cycle route maps purchased
 - number of information requests about cycle routes or bike hire at TIC
 - cycle repair and spares outlets
 - data on accommodation and luggage or cycle transfers
 - data relating to number of cycles transported by plane or train within Estonia. (2 x 1)
- (d)** Level of Response **A2(c)**
- Level 1 (0–2 marks)**
- limited evidence of understanding of the term ‘marketing mix’
 - lists components at 4 P’s but little relation of how the ETB can use each in promoting this specific product.
- Level 2 (3–4 marks)**
- each component of the marketing mix clearly outlined and some attempt made to identify specific elements e.g. cycle hire outlets as part of the product component, low cost accommodation on cycle routes to appeal to the independent traveller, focus on natural landscapes under place and publicity materials being distributed via youth hostels, TIC’s etc as well as adverts in bicycle magazines in target countries.

Page 2	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCTOBER 2004	5252

Level 3 (5–6 marks)

- a fuller response using issues from above, linking how the ETB has a crucial role to play in the promotion of bicycle tourism based on the marketing mix.
- good understanding across each component demonstrated with good use of examples.

Question 2

- | | | |
|---------------|---|--------------|
| (a)(i) | A section or division of a market i.e. a specific group of customers sharing similar characteristics and product preferences. (1) | B1(a) |
| (ii) | Geographic or geo-demographic segmentation. (1) | B1(a) |
| (iii) | Psychographic or life style. (1) | B1(a) |
| (b)(i) | Examples of publicity materials (accept any two), public relations. (2 x 1) | F1(a) |
| (ii) | Publicity materials – distributed via Tourist Information Centres and issued with bookings via Travel Agents/Tour Operators.

Public relations – media coverage of the range of tourist facilities available. (2 x 2) | F1(a) |
| (c) | Level of Response | F2(a) |

Level 1 (0–3 marks)

- basic list of factors produced reflecting the assessment objective content but with little understanding demonstrated e.g. cost, timing, brand image etc.

Level 2 (4–6 marks)

- more understanding of each factor demonstrated through description within response although may be in general terms rather than within tourism context.

Level 3 (7–8 marks)

- full response which describes, with industry based examples, the broad range of factors.

- | | | |
|------------|--|--------------|
| (d) | Content will depend on the activity segment chosen e.g. VFR – provision of restaurants and souvenir shops; beach holidays – beach cafes and kiosks; MICE – executive car hire etc. | B2(a) |
|------------|--|--------------|

Level of Response

Level 1 (0–3 marks)

- basic list of product features for selected segment
- limited understanding of concepts demonstrated.

Page 3	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCTOBER 2004	5252

Level 2 (4–6 marks)

- more understanding of specific needs of segment demonstrated and focused examples of range of providers involved in meeting needs.

Level 3 (7–8 marks)

- full response which describes, with industry based examples, the broad range of needs of the selected market segment and the differentiated products available to meet these needs.

Question 3

(a)(i)	Currency and other financial products.	(1)	C1(a)
(ii)	Products tend to be tangible, homogenous, separable and storable, whereas services are intangible – currency exchange may appear intangible.	(1)	C1(a) C1(b)
(b)(i)	First stage = research and development. Last stage = decline.	(2 x 1)	C2(a)
(ii)	First stage – cost intensive, no sales recorded. Last stage – supply outweighs demand, small sales volume, high cost of maintaining product.	(2 x 2)	C2(a)
(c)(i)	Maturity/saturation or decline – accept any.	(1)	C2(a)
(ii)	Any justified account linked to chosen stage e.g. less popular and less widely used, other popular methods have become available.	(1 x 2)	C2(a)
(iii)	Any two from: <ul style="list-style-type: none"> • safer • increase in modern technology • growth in the ‘plastic credit card/debit card age’ • more widespread acceptance of credit and debit facilities • growth of EPOS 	(2 x 1)	C2(c)
(d)	Level of Response		C2(c)

Level 1 (0–2 marks)

- limited understanding of who the tourism financial providers may be or why the range has increased.

Level 2 (3–4 marks)

- some understanding of the involvement of banks, post offices and other institutions becoming involved, also hotels accepting debit/credit cards and providing cash-back facilities.

Page 4	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCTOBER 2004	5252

Level 3 (5–6 marks)

- fuller account of the range of providers and facilities available and reference made to the wider appeal across all market segments by creating such a product portfolio.

(e) Level of Response E1(a)

Level 1 (0–2 marks)

- basic list of factors taken from assessment objectives, demonstrating little understanding of importance of location and planning decisions involved.

Level 2 (3–4 marks)

- clearer understanding of need to consider each locational factor in choosing appropriate site – cost, competition, number of potential customers etc.
- some explanation and attempt to evaluate importance.

Level 3 (5–6 marks)

- fuller account of the factors involved and good use of evaluative language, showing a sense of prioritising importance of each factor in decision making process – costs and benefits analysis.

Question 4

(a)(i) Going rate pricing. (1) D1(a)

(ii) Accept any reasonable examples e.g. D1(a)

- off peak and high season charges
- group or age concessions
- economy, business class and first class fares. (1 x 2)

(b) High prices at launch stage, gradually reducing as demand increases and so does supply and competition. D1(a)
C2(a)

Level of Response

Level 1 (0–2 marks)

- little understanding of market skimming as a policy
- lists stages of product life cycle only.

Level 2 (3–4 marks)

- good description of market skimming and attempts to link cost to product life cycle.

Level 3 (5–6 marks)

- full definition of skimming and clear understanding of the relationship between price and demand based on life cycle model.

Page 5	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCTOBER 2004	5252

- (c)(i)** Any two from: **D2(a)**
- need to make a profit
 - fixed costs
 - company objectives
 - brand image – based on company reputation. (2 x 1)

- (ii)** Range of influences includes: subsidies, competitors, taxation, customer expectation etc.

Level of Response

Level 1 (0–2 marks)

- little understanding of external factors affecting price or very basic list only.

Level 2 (3–4 marks)

- good range of external factors identified and attempt made to link to a specific tourism example.

Level 3 (5–6 marks)

- fuller account of the factors given with excellent exemplification within relevant contexts given.

- (d)** Level of Response **C2(a)**
D1(a)

Level 1 (0–3 marks)

- little understanding of brand and its association with price
- information limited to low cost providers.

Level 2 (4–6 marks)

- brand image defined clearly and attempt made to link to price, although range of examples is still quite limited.

Level 3 (7–8 marks)

- fuller account of brand image given and excellent exemplification with named providers across budget, mid range or luxury brand associations used.