

Monday 17 June 2013 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01 Marketing in Travel and Tourism

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

Duration: 2 hours



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) Identify and describe **two** USPs (Unique Sales Point) of Harrogate International Centre (HIC).

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[4]

(b) Assess the benefits to HIC and its customers of social network sites as sources of information.

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3 (a) Marketing communication is affected by legislation.

Explain **two** ways in which the Trade Descriptions Act affects organisations such as HIC.

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(b) Assess **three** sales promotions which HIC could use to target customers.

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4 (a) Explain **two** benefits to HIC of above the line marketing.

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(b) Assess the likely advantages and disadvantages to HIC of using market segmentation. [9]

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(c)* Assess the usefulness of public relations to travel and tourism organisations such as HIC. **[12]**

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