

OCR

Oxford Cambridge and RSA

Tuesday 9 June 2015 – Morning

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 (G734/01/CS)

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) Explain **two** likely benefits to Aurigny Airlines of offering 'frequent flyers' points.

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[4]

(b) Discuss the importance to organisations such as Guernsey Tourism of developing digital marketing. **[9]**

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2 (a) With reference to Fig. 6, explain how the advertisement might attract the attention and interest of potential customers.

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(b) Assess the advantages and disadvantages of using discounted pricing as a way to attract customers to book a holiday to Guernsey. [9]

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(c) Assess how PEST factors may affect the successful operation of Aurigny Airlines. **[12]**

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4 (a) Explain **two** reasons why organisations such as Guernsey Tourism must consider timing and duration when conducting their advertising schedules.

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(b) With reference to Fig. 4, assess the benefits to tourism organisations in Guernsey of advertising on and inside buses. [9]

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(c)* Condor Ferries and Guernsey Tourism use The Marketing Bureau Jersey Ltd to assist with their marketing. Assess the benefits to travel and tourism organisations of using a marketing agency. **[12]**

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END OF QUESTION PAPER

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