

GCE

Travel and Tourism

Unit **G720**: Unit 1 – Introducing Travel and Tourism

Advanced Subsidiary GCE

Mark Scheme for June 2015

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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 should be read in conjunction with the published question papers and the report on the examination.

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1. Annotations

Annotation	Meaning
	Correct response- one tick per mark
	Incorrect response
	Not answered question
	Level 3 achieved
	Level 2 achieved
	Level 1 achieved
	Benefit of doubt [hence mark awarded; no need to put tick]
	Vague – so no credit awarded
SEEN	Concern has been expressed that a large number of additional items are being missed by Scoris assessors. Assessors need to annotate additional items. Annotate the last page of additional items with SEEN

Question		Answer	Marks	Guidance
1	a	<p>scheduled flight airline route running to a timetable [1] flight will depart regardless of the number of passengers [1] available to everyone [1]</p> <p>seaside resort traditional holiday destination [1] built / urban coastal area for visitors [1] destination by the sea for day trippers [1]</p> <p>overnight visitor tourist using accommodation [1] staying for at least one night in a destination [1] can be VFR, leisure or business staying in free or paid accommodation [1]</p>	6	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for meaning</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark. Example only / incorrect meaning correct example zero marks</p>
1	b	<ul style="list-style-type: none"> • Norfolk Broads • Norwich [International]s • 6% • Merrivale 	4	<p>Compulsory annotation: ✓ X</p> <p>one mark each</p> <p>Answer must be taken from document & must be precise</p> <p>No other response possible to this question.</p>

Question		Answer	Marks	Guidance Content	Levels of response
1	c	<p>Exemplar Response: There was a total of £625,478,000 spent by UK domestic tourists on accommodation in Norfolk; 32% of this was spent on serviced accommodation which accounted for 28% of the trips and 20% of the nights. Consequently domestic staying visits in serviced accommodation bring more proportionately to the economy than those staying in other types of accommodation. There are just over a million trips made to stay with friends and relatives, with a total of 3.2 million nights spent which means that the average length of stay with family or friends is 3 nights, The spending here is proportionately less than other types of accommodation, as the visitors generally stay free and quite often receive meals. [L3]</p>	12	<p>Statistics Fig. 1 - trips Serviced 1,058,000 28% Self catering 294,000 8% Touring caravans /tents 357,000 9% Static vans/holiday centres 745,000 20% Group/campus 58,000 2% Paying guest 0 0% Second homes 79,000 2% Boat moorings 79,000 2% Other 67,000 2% Staying with friends and relatives 1,023,000 27% Total 3,760,000 Fig. 2 – nights Serviced 2,432,000 20% Self catering 1,297,000 10% Touring caravans /tents 1,385,000 11% Static vans/holiday centres 3,108,000 25% Group/campus 118,000 1% Paying guest 0 0% Second homes 232,000 2% Boat moorings 352,000 3% Other 261,000 2% Staying with friends and relatives 3,272,000 26% Total 12,457,000 Fig. 3 – spend Serviced £221,193,000 32% Self catering £80,371,000 12%</p>	<p>Compulsory annotation: L1 L2 or L3 at end of response</p> <p>Note that comparative ‘higher’/‘lower’ or superlative language ‘highest’/‘lowest’ shows judgement.</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key statistics from the document. Candidate effectively draws valid conclusions about the data. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification / description implied / assumed Explanation/ analysis/ comparison of more than one statistic – 9 or 10 marks Evaluation / judgment of more than one statistic – 11 or 12 marks</p> <p>Level 2: [5-8 marks] Candidate describes a number of statistics from the document. Candidates will show an understanding of the question and include explanations relating to a number of key statistics with valid conclusions made with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>

				Guidance	
Question		Answer	Marks	Content	Levels of response
				Touring caravans /tents £62,846,000 9% Static vans/holiday centres £134,356,000 20% Group/campus £7,557,000 1% Paying guest £0 0% Second homes £6,096,000 10% Boat moorings £22,466,000 3% Other £7,754,000 1% Staying with friends and relatives £82,839,000 12% Total £688,457, 000	No list – must be at least describe Description only – 5 marks Explanation / analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks Level 1: [1-4 marks] Candidate identifies / describes some of the statistics. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions. List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications and unsupported judgment – 4 marks 0 marks –no response worthy of credit

Question		Answer	Marks	Guidance
2	a	Self – catering Non serviced accommodation [1]accommodation usually for long stay holidays rather than short breaks [1] food preparation and service to be undertaken by holidaymaker [1] Overseas visitor Inbound traveller to UK[1] leisure/ business / VFR tourist from abroad[1] incoming tourist to UK from another country [1] traveller entering the UK from another country of origin [1] trend indicate that they spend more [1] Maritime museum Permanent exhibition based on the sea [1] collection of artefacts relating to the sea [1] educational / built tourist attraction themed on the sea [1]	6	Compulsory annotation: ✓ X Up to two marks for meaning Vague response – maximum one mark. Example can be credited with second mark. Example only / incorrect meaning correct example zero marks

Question		Answer		Marks	Guidance
2	b	Source of income	Description	6	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.</p> <p>If candidate scores zero for one sub-section DO NOT award more than one mark for other sub-sections.</p> <p>Be aware of repetition in description – only award marks once</p>
		Entrance fee	Adults £5.20, Concessions £4.30 Adult in a Family Group £4.20 Children (4-16) £3.70		
		Museum shop	Secondary spend [on souvenirs]		
		Silver Darlings cafe	Secondary spend [on catering]		
		[Meeting] room hire	For groups / training events / meetings		
		Hire of cafe	Private function outside normal opening		
		Earned income	Secondary spend / entrance fees/ hire of facilities		
		Council tax	Tax payers of Norfolk CC/ District Councils		
		Grants	From Central Government / Heritage Lottery funding / charitable foundations		
		Great Yarmouth Borough Council	Giving grants		
		Great Yarmouth preservation trust	Raising funds for upkeep/grants/fundraise for the museum		
		Heritage Lottery Fund	Gants		
		EU	Part funding/grants		

Guidance					
Question	Answer	Marks	Content		Levels of response
2c	<p>Exemplar response: Both Fawly Towers and Hadleigh Gables are serviced accommodation providers in the centre of Great Yarmouth which are open throughout the year. The difference in the type of accommodation is that Fawly Towers is a B&B establishment, whereas Hadleigh can provide full board options and has a licenced bar Fawly Towers does not. This is reflected in the price with Fawly Towers being the cheaper hotel. Both cater for disabled guest, but Fawly Towers has more limited accommodation as there are few ground floor rooms, whereas Hadleigh has ground floor rooms as well as partly disabled friendly twin rooms with balconies, easily accessed by a lift. Both have full en suite accommodation with tea and coffee making facilities in the rooms; but the Hadleigh overall has more services provided as it provides evening entertainment [when there are enough guests]; Fawly Towers only offers relaxation in the hotel. [L2]</p>	10	Fawly Towers	Hadleigh Gables	<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 2: [6-10 marks] Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to both hotels. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification / description is implied / assumed. Comparison or contrast [products, facilities or services] in relation to both hotels. – 6 marks Comparison and contrast of one area [products, facilities or services] in relation to both hotels. –7 marks Comparison and contrast of two areas [products, facilities or services] in relation to both hotels. –8 marks Comparison and contrast of all area [products, facilities or services] in relation to both hotels. – 9 or 10 marks</p> <p>Level 1: [1-5 marks] Candidate identifies/ describes the products, facilities and services of the hotels.</p>
			B&B Free breakfast off season	Full board / special diets catered for/ packed lunches available	
			Disabled guests state on booking	Lift to all floors / Scooter charging & storage	
				Sea view rooms	
			All en suite	All en suite	
			Tea & coffee making in all rooms	Tea & coffee making in all rooms	
			Central heating	Double glazing & central heating	
			Limited ground floor accommodation	Ground floor rooms	
			Flat screen HD TV Freeview	TV	
From £18 pp per night; OAP discounts; worker and contractor discounts	From £30 B&B; £38 BBD; weekend break; midweek break; concessions OAPs; concessions coach parties and bowls tours				

Guidance				
Question	Answer	Marks	Content	Levels of response
			Sea view bar / lounge / licenced/ evening entertainment	<p>Information may be in the form of a list. There is no attempt to compare and contrast products or facilities or services.</p> <p>List – max 2 marks Identification of products , facilities or services in relation to either hotel.– up to 2 marks Description of products , facilities or services in relation to both hotels.– 3-5 marks</p> <p>0 marks –no response worthy of credit</p>
			Tinsel & turkey breaks	
			Wi fi	
			Ironing facilities	
			Night porter	
			High chair/cot	
			Central location	
			Parking permits free	

	Answer	Marks	Guidance
3a	<p>Provision of information [1] leaflets about tourist attractions in Great Yarmouth [1] leaflets about things to do and places to go in the Norfolk and Suffolk [1] local public transport, with details about buses and trains which leave from the town.</p> <p>Selling tickets [1] National Express [1] operate as a ticket agent for a number of local attractions [1]</p> <p>Provide advice [1] what to do, where to go or where to stay [1] speak friendly Tourist Information Centre staff [1] who have a broad knowledge of all that the resort has to offer [1]</p> <p>Beach Wheelchairs [1] free hire [1] refundable deposit/look after tourists wheelchair [1] inclusion of the beach as an attraction [1]</p> <p>Booking accommodation [1] if arrive at Great Yarmouth without pre booking [1] whole holiday if contact in advance [1]</p>	6	<p>Compulsory annotation: ✓ X Answers must reflect the context of the question.</p> <p>One mark for each correct service up to a maximum of two, plus up to an additional two marks for each of two explanations.</p> <p>Be mindful of repetition If candidate scores zero for one sub-section DO NOT award more than three marks for other sub-section.</p>
3b	<p>specially designed beach wheelchairs [1] large pneumatic wheels [1] which slide over sand [1] so that everyone can enjoy the beach [1] inclusion of the beach as an attraction [1] still get involved with group/family [1]</p> <p>able to get on the sand [1] without having to be dug out [1] unable to go on the beach in a more traditional wheelchair [1]</p> <p>No charge is made for this free service [1] all that is required is a refundable deposit [1] value for money [1]</p> <p>To make sure a beach wheelchair spare for use ring [1] one will be ready and waiting [1] pre booking so know one is available [1]</p> <p>Staff in the Tourist Information Centre will look after traditional wheelchair [1] whilst beach wheelchair out on loan [1] ensure security of own wheelchair [1]</p>	6	<p>Compulsory annotation: ✓ X Answers must reflect the context of the question.</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus up to two additional marks for each of two explanations.</p> <p>Be mindful of repetition If candidate scores zero for one sub-section DO NOT award more than Three marks for other sub-section.</p>

Question	Answer	Marks	Content	Levels of response
3c	<p>Exemplar Response: Seashore is a holiday park close to the centre of Great Yarmouth. Great Yarmouth is a traditional family seaside resort which is within walking distance and has many attractions for all ages, consequently the location is good for families as there is plenty they can do off the park site if they wish to. The park itself is ideal for holidaying families as it has family entertainment, indoor swimming pool with flumes and other sporting activities which will keep children entertained in all weathers. The accommodation in caravans is suitable for families as they are large with up to 3 bedrooms for larger families, as this is a self catering option it will allow for special dietary requirements of the family to be met. Overall an ideal place for families to stay, in fact Haven specialise in family holidays. [L3]</p>	10	<p>Holiday park</p> <p>Close to centre of Great Yarmouth / seafront/ family attractions</p> <p>Park has pools and flumes, sports and live family entertainment</p> <p>SPAR convenience store</p> <p>Launderette</p> <p>Indoor swimming pool (Children under 8 and non-swimmers under 14 must be accompanied by an adult)</p> <p>Self-catering accommodation /Fully equipped modern fitted kitchen with full size fridge Shower and toilet /Colour TV / Pillows & duvets /Free gas, electricity & hot water</p> <p>No two families are the same / Some want all the latest mod-cons. Others are just looking for a comfy place to rest their head.</p> <p>Caravans have everything</p>	<p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p>Level 3: [9-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the advantages to families. Candidate effectively assesses the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence.</p> <p>Identification / description implied / assumed Explanation/ analysis/ comparison of more than one point / both sides An evaluation / judgment with a general conclusion / prioritisation – 9 marks With overall conclusion i.e. the most significant advantage– 10 marks</p> <p>Level 2: [5-8 marks] Candidate describes the ways in which the park is suitable for families. Candidates will show an understanding of the question and include explanations of a number of points relating to family use of the park. The assessment is in the most part accurate and relevant, and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least describe Description only – 5 marks Explanation / analysis – 6 or 7 marks</p>

Question	Answer	Marks	Content	Levels of response
			<p>to make yourself at home during your stay / 2 or 3 bedrooms / a more spacious 12ft wide model</p> <p>Accept reference to specially adapted caravans / wheelchairs if families with disabilities in answer</p>	<p>Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the ways in which the park is suitable for families. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks</p> <p>0 marks – no response worthy of credit</p>

Answer		Marks	Guidance
4a	Not the main season [1] low season [1] winter in the UK [1] time of lowest demand for holidays [1] lower prices [1]	2	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for meaning</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark. Example only / incorrect meaning correct example zero marks.</p>
4b	<p>Cheaper holiday [1] time of recession [1]</p> <p>Increased access to personal transport[1]easily travel to VFR [1]</p> <p>Free accommodation[1]greatest proportion of holiday spending usually on accommodation [1]</p> <p>More holidays being taken/ increase in short breaks[1] hence increase in visits to VFR[1]</p> <p>Seeing the family is key motivation for travel [1] Christmas and new year [1] more enjoyable experience due to families local knowledge [1] know best places to visit [1]</p> <p>Increased global migration patterns [1] stay with relatives that they don't often see [1]</p> <p>No time restrictions [1] no limit on how long they stay [1]</p> <p>spontaneous booking [1] more flexibility [1] ease of travel [1]</p>	6	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct reason up to a maximum of three reasons, plus an additional one mark for each of three explanations.</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition especially in description.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-sections.</p>

Answer		Marks	Guidance
4c	<ul style="list-style-type: none">• £25• Victory [bar]	2	Compulsory annotation: ✓ X one mark each Answer must be taken from Document and must be precise No other response possible to this question.

Question	Answer	Marks	Content	Levels of response
4d	<p>Exemplar Response: Great Yarmouth Racecourse is an ideal venue for business tourism as conferences and meetings can be held in a range of different rooms, A day delegate package is available which would include catering from award winning caterers – this would provide a high level service to businesses. There is also a dedicated team of staff to ensure that the business event will run smoothly. The racecourse is also suitably located access by business tourists, with plenty of free car parking and also helicopter landing for business people who need to travel quickly to and from the venue. Free wi fi would also assist business groups as they could give presentations and keep in contact with their business colleagues. Groups such as local schools could use the venue for special events such as school proms and parties at other time of the year. There is plenty of parking for parents /limos to drop off students and it is easily accessible from the local area. As there are a variety of flexible venues one could be used for dancing with a band / disco. Catering could also be provided, not a sit down meal but snacks or a finger buffet. The racecourse is an excellent venue for all types of groups, especially as it</p>	12	<p>Indicative content: host a range of different events including; <ul style="list-style-type: none"> • Conferences and meetings • Celebrations and special occasions • Weddings • Christmas party nights • School Proms • Caravan rallies • Trade shows • Product launches • Outdoor events versatile suites delicious menus free parking acres of outdoor space excellent transport links Helicopters may land at the Racecourse itself. picturesque venue free wi fi award winning caterers Variety of food from a lunchtime finger buffet to evening formal dining. Day Delegate Packages Bespoke events dedicated team to ensure event runs efficiently</p>	<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the advantages to groups. Candidate effectively assesses the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence.</p> <p>Identification / description implied / assumed Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks With overall general conclusion – 11 marks With specific conclusion i.e. the greatest advantage– 12 marks</p> <p>Level 2: [5-8 marks] Candidate describes the ways in which the venue is suitable for groups. Candidates will show an understanding of the question and include explanations of a number of points relating to an event for groups. The assessment is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least describe Description only – 5 marks Explanation / analysis – 6 or 7 marks</p>

Question	Answer	Marks	Content	Levels of response
	<p>is a unique and picturesque place which groups will enjoy [3]</p>			<p>Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the ways in which the venue is suitable for groups. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks</p> <p>0 marks – no response worthy of credit</p>

This is the question assessing QWC				Guidance
Question	Answer	Marks	Content	Levels of response
5*	<p>Exemplar Response:</p> <p>The public sectors involved in tourism in Great Yarmouth include the local borough council, Norfolk County Council and central government. All of these public sector bodies wish to increase the value and volume of tourism to seaside destinations as tourism is beneficial for the economy locally and nationally. As tourism is a service industry which is labour intensive it means that it produces a lot of employment in a range of facilities, whether these are public, private or voluntary sector. The public sector is the driving force behind such developments by encouraging inward investment in an area; this is demonstrated in Great Yarmouth as the central government granted permission for a super casino. Tourism brings a great deal of money into the economy, in Great Yarmouth this is £501m p.a. this in turn contributes to the multiplier effect and hence increases the wealth of the local population. The local council works in partnership with tourism service providers, creating attractions such as the Time and Tide museum which encourages visitors and their spending in the area. Promotion of</p>	12	<p>Indicative content:</p> <p>Role of public sector:</p> <ul style="list-style-type: none"> • Planning authority • Provide a service • Employment • Tourism promotion • Partnership working • Promote image of an area • Encourage inward investment <p>Great Yarmouth BC: nearly a decade of steady investment in its tourism product recent large-scale public sector developments include:</p> <ul style="list-style-type: none"> • redevelopment of the former Maritime Museum • refurbishment of Great Yarmouth Station • creation of Time and Tide Museum. <p>one of only eight locations to be granted permission by the Government to build a new super casino.</p> <p>The Borough Council awarded the licence to Pleasure and Leisure Property Corporation (PLPC)</p> <p>By 2016 Great Yarmouth Borough Council plans for:</p> <ul style="list-style-type: none"> • 12% more jobs in tourism, with more security, better career development, higher levels of skill and consequent reward 	<p>Compulsory annotation: L1 L2 or L3 at end of response</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question & include detailed identification and explanation of the importance of the public sector to the development of tourism. Candidate effectively evaluates the importance of the public sector. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Identification / description implied / assumed Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks Overall general conclusion – 11 marks With specific conclusion i.e. which is the most important –12 marks</p> <p>Level 2: [5-8 marks] Candidate describes the importance of the public sector to the development of tourism. Candidates will show an understanding of the question and include explanations of a number of issues relating to the public sector evaluated with some success. The evaluation is in the most part accurate and</p>

This is the question assessing QWC				Guidance
Question	Answer	Marks	Content	Levels of response
	<p>the area will also be undertaken by the local council in order to provide a positive image of the destination to potential visitors.</p> <p>The public sector is vital to the development of tourism in seaside resorts, but cannot work in isolation and needs to develop partnerships with private and voluntary sector providers. [L3]</p>		<ul style="list-style-type: none"> visitors bringing £650 million p.a. into the local economy a year-round profitable tourism business. 	<p>relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p>No list – must be at least describe Description only – 5 marks Explanation / analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the importance of the public sector to the development of tourism. Information may be in the form of a list. There is little or no attempt to evaluate. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications & unsupported judgment – 4 marks</p> <p>0 marks – no response worthy of credit</p>

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

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