

GCE

Travel and Tourism

Unit **G734**: Unit 15 – Marketing in Travel and Tourism

Advanced GCE

Mark Scheme for June 2017

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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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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Repeat
	Noted but no credit given
	Tick
	Development of point
	Vague

Question		Answer	Mark	Guidance
1a		<p>Introduces a company philosophy (1) covering its values and attitudes of the organisation (1)</p> <p>PR exercise provides clear framework for the development of more specific objectives (1) can state what the business is and where it sees itself going and how it will relate to its environment and how it will relate to other organisations. (1)</p> <p>Mission statement is to communicate central purposes and objectives of the organisation (1) this is to enforce and education its stakeholders, it is what can be expected by customers and staff alike. (1)</p>	<p>4</p> <p>(2*2)</p>	<p>Compulsory annotation: tick/cross</p> <p>Note: One mark for an attempt such as introduce a philosophy.</p> <p>Two marks for covering fully its purpose such as – introduce philosophy of organisation and its values/attitudes of the organisation that is presented to their customers and competitors alike.</p>
Question		Answer	Mark	Guidance
1b		<p>For the National Trust to operate a membership scheme they are able to generate funding (1) such funds can be used to execute their mission for conservation and preservation (1) the money is guaranteed and helps with accounting and planning for each year (1)</p> <p>By knowing how many members they have they are able to plan strategically (1) this will then improve the Trust's influence within the charity sector, giving weight to an advocacy role; (1) this can then be a further opportunity to provide increased fundraising opportunities and gain greater PR coverage (1)</p>	<p>6</p> <p>(2*3)</p>	<p>Compulsory annotation: tick/cross</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus one additional mark for each of two explanations.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	1c	<p>Exemplar response:</p> <p>The internal marketing environment can be assessed through the SWOT analysis. The National Trust has much strength that may outweigh their weaknesses, such as having a large and dedicated membership base. These members guarantee money coming into the organisation and help to sustain its position and potential growth. The National Trust has many outlets to support secondary spend and this will enable them to generate further profits. However, the weaknesses of not offering a diverse enough product base could alienate some customers and lose potential ability to gain wealth for the charity.</p> <p>L2</p>	6	<p>Indicative content</p> <p>Internal marketing environment is assumed as the SWOT analysis.</p> <p>Strengths</p> <p>Strong brand and image. Seen to have integrity and purpose as per the mission statement</p> <p>Large membership base</p> <p>Variety and range of membership fees</p> <p>Wide variety of products and services on offer, from historic houses, to beautiful coastlines.</p> <p>Variety of secondary spend products such as cafes, restaurants, shop items such as books.</p> <p>On-line shops</p> <p>On line newsletters</p> <p>Variety of ways to contact</p>	<p>Level 2: [4-6 marks] Candidate will show an understanding of the question and include explanations of a SWOT analysis. The discussion in the most part is 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><i>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some elements of SWOT. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
					<p>Weaknesses</p> <p>Potential costly membership fees</p> <p>Not offering enough products and services that will target all market segments and therefore missing out on valuable customers e.g. older teenagers</p> <p>Seen as middle class charity</p> <p>Importance of charity role misunderstood.</p> <p>Opportunities</p> <p>An ageing population which should favour membership of a charity organisation. There are also real concerns by the public of global warming and environmental damage and the mission of the Trust supports conservation and care for both the environment and heritage.</p> <p>Opportunities for expanding the potential market through offer of volunteering, activity breaks etc.</p>	<p>and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
					<p>Offer of additional products and services as seen by shops and partners</p> <p>Threats</p> <p>Competition from other organisations such as English Heritage</p> <p>Economic crash leading to loss of visitor numbers</p> <p>No financial support from Government therefore heavily dependent upon donations and entry fees.</p> <p>Collection of market research expensive</p> <p>Promotional work potentially expensive.</p>	

Question			Answer	Marks	Guidance	
					Content	Levels of response
	1d		<p>Exemplar response:</p> <p>The advantages of market segmentation are that a company can market their products to a certain type or group of customer and the company can better fulfil the marketing plan objectives. Market segmentation is useful when you have limited resources to deploy, so you need to make sure you're tapping the correct line to be able to hit your targets on schedule. It is a more efficient use of marketing resources as there is less waste. It also provides a competitive advantage which can be gained in the tourism industry. It can be beneficial for small firms as uses less resources. The products can be modified to be exactly what the consumer wants. In fact it helps the marketing mix by making it more targeted. It can help with market research, improving satisfaction of the customer, forecasting and identifying competition opportunities. However, there are disadvantages too.</p> <p>The cost is higher to market to a small group, it takes time to target</p>	9	<p>Indicative content</p> <p>Segmentation ensures marketing aimed at correct groups Trust to target specific groups such as such as families, 50+, educational groups Identifies market segments only as an approximate way of targeting customers</p> <p>Allows good use of marketing resources</p> <p>Helps to retain position and stay competitive</p> <p>Customer focused</p> <p>Ensures that their services and products are effective and not wasted.</p> <p>Disadvantages</p> <p>Small shift in population can affect results</p> <p>Small shift in consumer tastes will affect results</p> <p>Costs – segments may not be large enough to be profitable.</p> <p>Segments may not be accessible</p> <p>May be some instability between the segments.</p> <p>Advantages</p> <p>The advantages of market</p>	<p>Level 3: [7-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed evaluation of advantages and disadvantages of ms. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion - 9 marks</i></p> <p>Level 2 [4-6 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of segmentation. Candidate effectively discusses advantages and disadvantages. There is</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>that group, and mistakes can be made targeting a smaller group of customers. There are also costs in actually finding out who to target. - Increased costs to develop variations of the product.. and higher advertising and other costs. There may also be a consumer backlash which could limit the success and popularity generally. It would appear that market segmentation correctly conducted would lead to more advantages than not disadvantages. However, the success is governed by the size of the organisation and its market share. Costings must also play an effect. L2</p>		<p>segmentation are that a company can market their products to a certain type or group of customer and the company can better fulfil the marketing plan objectives</p> <p>Market segmentation is useful when you have limited resources to deploy, so you need to make sure you're tapping the correct line to be able to hit your targets on schedule.</p> <ul style="list-style-type: none"> - More efficient use is made of marketing resources - less waste. - A competitive advantage can be gained in a particular part of a market. - It's beneficial for small firms as uses less resources. - Products can be modified to be exactly what the consumer wants. - Marketing mix can be more targeted. - Guides marketing research - Improves satisfaction - Improves forecasting - Identifies competition and opportunities. <p>Disadvantages The cost is higher to market to a small group, it takes time to target that group, and mistakes can be</p>	<p>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 point/both sides - 5 marks. An evaluation/judgement without overall conclusion/prioritisation - 6 marks. With overall supporting</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some elements of segmentation There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 1 mark. 2 identifications plus one description – 2 marks., 2 descriptions 3 marks. 0 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
					<p>made targeting a smaller group of customers.</p> <p>Costs in actually finding out who to target</p> <ul style="list-style-type: none"> - Increased costs to develop variations of the product. - Higher advertising and other costs. - Increases marketing costs - Consumer backlash – limits the success - Limits general popularity 	No response or no response worthy of credit.

Question			Answer	Mark	Guidance
	2a		<p>Regulates all advertising on commercial television (1) and sets over 40 different standards that advertisers must comply with (1)</p> <p>Must comply with the Equality Act (1) Alcohol, lottery, etc., cannot be aimed at under 16 year olds (1)</p> <p>Must be fair and unbiased (1) Products cannot be described as free unless there is no cost other than package and posting (1) Drinking of alcohol must not be seen as an essential attribute of masculinity (1) No advert may lead children to believe that if they do not have a product or service that they will be inferior to other children (1)</p>	<p>4</p> <p>(2*2)</p>	<p>Compulsory annotation tick/cross</p> <p>Answers must reflect the content of the question.</p> <p>One mark for each correct reason up to a maximum of two, plus up an additional mark for each of two explanations.</p>

Question	Answer	Mark	Guidance
	Have an adjudication service (1) respond to any complaints and issues that may arise from the general public (1)		

Question	Answer	Marks	Guidance	
			Content	Levels of response
2b	<p>Exemplar response</p> <p>Above The Line (ATL) advertising is where mass media is used to promote brands and reach out to the target consumers. These include conventional media as we know it, television and radio advertising, print as well as internet. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience this is shown by the National Trust TV advert 50 things to do. However, Below the line (BTL) advertising is more one to one, and involves the distribution of pamphlets, stickers, promotions, brochures placed at point of sale or on the roads through banners and placards. It could also involve product demos and</p>	9	<p>Above the line promotion This is paid for communication in the independent media e.g. advertising on TV or in the newspapers. Though it can be targeted, it can also be seen by anyone outside the target audience. The main aims of above-the-line promotion are to inform customers, raise awareness and build brand positioning. Above-the-line tends to have a higher cost since the promotional methods used are less precise.</p> <p>Below the line promotion This concerns promotional activities where the business has direct control over the target or intended audience. There are many methods of below-the-line, including sales promotions, direct marketing, personal selling and sponsorship.</p>	<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of ATL and BTL. Candidate effectively assesses. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>samplings at busy places like shopping centres and market places or residential complexes. For certain markets, like rural markets where the reach of mass media like print or television is limited, BTL marketing with direct consumer outreach programmes do make the most sense. Nevertheless the National Trust is now attempting to reach more customers through their social media messages and therefore have a more flexible and accessible approach. Ideally, both forms are useful to organisations such as the Trust but for a charity the most significant feature will usually be the costs associated with each method.</p> <p>L3</p>			<p>Level 2: [4-6 marks] Candidate describes ATL and BTL. Candidate will show an understanding of the question. The discussion in the most part is 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><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some reasons for the importance of database. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
	2c		<p>Exemplar response.</p> <p>An advertising and marketing agency will develop a strategy for the organisation from the concept through to the final outcome. It is usually worked over a number of</p>	12	<p>Indicative content</p> <p>Expertise of an agency Networking and business contact opportunities Able to target specific markets Leaves staff in the Trust to focus on their own activities</p>	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits of working with an ad and marketing agency. Candidate effectively evaluates a range of possible benefits.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>agreed weeks and will be the collective effort and the creative expertise of a number of different individuals who specialise in selling ideas and concepts to the target audience. Using different strategies the agency will come up with an ad campaign or a promotional strategy that rewards an organisation with a revival of customers or totally new customers. These agencies prevent an organisation from relying on one or two or a few individuals to actually start the marketing thought process from scratch. If affordable, the wise choice might be to get an ad agency to do all the hard research and work. On occasion, in-house staff maybe a bit narrow in their foresight and understanding when it comes to consumer buying behaviour. On the other hand ad agency experts can give the business a misleading focus if the brief and consultation are not clear. This would be a waste of money and effort on behalf of the organisation. This would be particularly damaging to a charity organisation, where funding relies on donations and other fees. Ultimately, the value for the National Trust would</p>		<p>Can be costly particularly for a charity May misinterpret the brief causing a loss in resources</p>	<p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 11 marks.</i> <i>With overall supporting conclusion -12 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes benefits Candidate will show an understanding of the question and include explanations of a number the possible benefits of working with an advertising and marketing agency. The discussion in the most part is 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><i>No list – must at least ‘describe’.</i> <i>Description only – 5 marks.</i></p>

Question			Answer	Marks	Guidance	
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			be determined by employing a combination of promotional strategies that are tailor-made for the business and its product as well as its target market. This would ensure the brand remains strong. L3			<p><i>Explanation/analysis – 6 marks.</i> <i>Evaluative comment (because...means that....) – 7 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some benefits of working with an ad and marketing agency. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 3 marks.</i> <i>3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question		Answer	Mark	Guidance
	3a	<p>Identification of product/service Memorable message</p> <p>The main purpose is to have a slogan that has a catchy phrase or series of words (1) it is used to help consumers remember a company, brand or product. (1) Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people's minds. (1) That way, when a consumer needs a product or service offered by a variety of companies, that consumer will choose the product (1)</p>	<p>4</p> <p>2*2</p>	<p>Compulsory annotation tick/cross</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus an extra mark for each of two explanations.</p>
Question		Answer	Mark	Guidance
				<p>Compulsory annotation tick/cross</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus two extra marks for each of two explanations.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
	3b		<p>Exemplar response:</p> <p>For a company that has just begun to engage in social media the Trust now understand that they were missing out on a large potential market and one that is easily accessible. Facebook and Twitter are now the most popular and global penetration of brand awareness is guaranteed. Social media users are not just young people. The Trust will be making itself more relevant in today's society using friendlier language and new social media platforms which should help more people to engage with the Trust and its products. Missing out on such an important market could potentially lose the Trust valuable custom and the opportunity to engage with a different type of consumer. This should be a more significant aspect of a marketing strategy as greater penetration using approval ratings have the potential to lead to a more prolific or strong brand. The downside might be malicious content on the sites and mischievous blogging which can deter consumers</p>	9	<p>Indicative content</p> <p>Social media services connect companies to consumers. Facebook allows companies to communicate with close to a billion people (half of whom log on during any given day), and that number is rapidly growing.</p> <p>Facebook pages published in 70 different languages, allowing global penetration of brand awareness. Connecting to these individuals allows companies to gather consumer information that ranges from the age of the individual and his or her current location to favourite hobbies and social networks.</p> <p>Twitter has more than 200 million registered users, and Google+ has more than 90 million members and is still defining its role in social media. Recognizing the impact and importance of social media and branding, Google+ released its brand pages in November 2011. All these social media outlets provide</p>	<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and how the use of social media can help build a strong marketing position. There is detailed identification and explanation and evidence of assessment. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i> <i>With overall supporting conclusion -9marks.</i></p> <p>Level 2: [4-6 marks] Candidate describes some aspects of the use of social media. Candidate will show an understanding of the question</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			and destroy reputations. L3		<p>opportunities for companies to strengthen their brands</p> <p>Using 'Like', re-tweets, approval ratings, etc.</p> <p>-.</p>	<p>and include explanations of a number the possible benefits which may be evaluated with some success. The discussion in the most part is 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><i>No list – must at least 'describe'.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis –5 marks.</i> <i>Evaluative comment (because...means that...) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes the use of social media by the National Trust. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>description – 2 marks.</i></p> <p><i>3 identifications and unsupported judgement – 3marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
	3c		<p>Exemplar response:</p> <p>The product life cycle shows the different stages in the life of a product and the sales that can be expected at each stage. As a product moves through each stage it will show the Trust how profitable these can be and with the number of sales can show when a product has become less successful and therefore will move from growth into decline. When introducing a product the Trust will potentially incur some costs as they may have to advertise and market the products in order that customers are aware of them.</p>	12	<p>Indicative content</p> <p>Product life cycle stages: Development and introduction Growth Saturation Maturity Decline</p> <p>Understand company position in relation to sales, opportunities for growth Realise success of certain products/goods Assess health of organisation</p>	<p>Level 3: [9-12 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of understanding the product life cycle. Candidate effectively evaluates a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
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			<p>If the Trust is unaware of such procedures then it may not be able to calculate its marketing budget accordingly and lose profits. At the growth stage the Trust must be able to ensure that it understands the reasons for growth, e.g., a growth in the garden furniture market and to be able to distinguish between a trend and an established market. The products in the shops are an important part of the marketing process for the whole of the Trust and by ignoring the product life cycles will ensure a loss in profit and time wasted on unnecessary goods.</p> <p>L3</p>		<p>Intervene with strategies should company not be in success stages</p> <p>Consider other outlets such as further development of on line growth/further development of overseas sales</p> <p>Be able to understand reason for Growth/decline in profits Costs of staffing Budgeting of marketing Marketing objectives linked to detailed marketing plan Regular checks on sales Auditing Changing marketing strategies to suit.</p>	<p>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><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 11 marks.</i> <i>With overall supporting conclusion -12 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes the importance of the product life</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>cycle. Candidate will show an understanding of the question and include explanations of a number the possible ways which may be assessed with some success. The discussion in the most part is 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><i>No list – must at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis –6 marks.</i> <i>Evaluative comment (because...means that....) – 7 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some elements of the product life cycle but is unable to link the importance. The answer is basic and shows limited</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>knowledge and understanding of concepts and principles with limited use of specialist vocabulary. The discussion is in the most part accurate, if not a little underdeveloped.</p> <p><i>List – maximum 1 mark. 2 identifications plus one description – 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question		Answer	Mark	Guidance
	4a	<p>Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organisation. (1) The remaining 3P's are the variable cost for the organisation. (1) It costs to produce and design a product, it costs to distribute a product and costs to promote it. (1) Price must support these elements of the mix. Pricing is difficult and must reflect supply and demand relationship. (1) Pricing a product too high or too low could mean a loss of sales for the organisation. (1)</p>	<p>4 2*2</p>	<p>Compulsory annotation tick/cross</p> <p>One mark for each correct reason up to a maximum of two, plus an additional mark for each of two explanations.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	4b	<p>Exemplar response:</p> <p>The benefits of public relations to the National Trust are that by using the concept correctly and at the right time it allows the organisation the opportunity to reach a large number of potential customers. Some advertising is very expensive, such as minutes bought for TV advertising. However, by</p>	9	<p>Indicative content</p> <p>Public relations can reach a large number of potential customers by increasing exposure May strengthen the word and mission of the Trust NT can send out press releases when required The Trust can sometimes have little or no control over final written</p>	<p>Level 3: [6-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the using public relations. Candidate effectively assesses. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>submitting the cheaper option such as a press release can give extensive coverage of news stories and new products. This is a relatively inexpensive option but really but really will depend on how newsworthy the information is that the Trust are offering. Unfortunately, the Trust does not have total control over an article and the information may be misdirected and have a negative effect on the publicity of Trust.</p>		<p>article which may have negative image for them. Trust can advertise local events and provide PR for a specific property</p>	<p>vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion -9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate describes public relations but does not assess. Candidate will show a limited understanding of the question and include explanations of a public relations with some success. The discussion in the most part is 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><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i></p>
		L3				

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 7 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of public relations. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 2 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
4c*	QWC Question	<p>Exemplar response:</p> <p>There are several advantages of conducting market research for the National Trust. The most important being able to study the real needs and wants of the customers and then adjust the product to suit the needs. However, the National Trust already has clearly defined products and the use of market research could be used to help to suggest introducing new products linked to acceptable pricing strategies. This should aid them for making suitable changes to their current marketing in line with their aims and objectives. The advantages should outweigh the negative aspects of conducting market research such as time, effort and costs involved. This is subject to perhaps using a pilot survey first of all in order to ensure that the market research conducted is actually required and fulfils a specific brief for the organisation.</p> <p>L3</p>	12	<p>Indicative content</p> <p>To study needs, wants and expectations of the customers. To find out reactions of customers to products of the company. To evaluate company's sales promotion measures for suitable adjustment and improvements. To study current marketing problems and opportunities for suitable follow up. To suggest introduction of new products, of existing products. To study marketing competition, channel of distribution and pricing for suitable changes if necessary. To find methods for making the product popular and raising its goodwill and marketing reputation.</p>	<p>Level 3: [9-12 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages of conducting market research. Candidate effectively assesses a range of possible ways. 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><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>sides – 9 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 11 marks.</i> <i>With overall supporting conclusion -12 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes advantages of market research. Candidate will show an understanding of the question and include explanations of a number the possible ways.. The discussion in the most part is 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><i>No list – must at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis –6 marks.</i> <i>Evaluative comment (because...means that....) – 7 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>some advantages of market research. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. The discussion is in the most part accurate, if not a little underdeveloped.</p> <p><i>List – maximum 1 mark. 2 identifications plus one description – 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

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