

Travel and Tourism

Advanced GCE

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

Mark Scheme for January 2011

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Testing of Quality of Written Communication

The quality of written communication will be assessed in questions that are indicated accordingly (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

In this external assessment the assessment of QWC will take place in Question 1c which is a level of response question and carries 12 marks.

Marks are embedded within this question for assessing the quality of written communication. The following criteria are embedded within the levels of response for Question 1c.

Level 1: Ability to communicate at least one point using some appropriate terminology.

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.

[1 mark representing the appropriate level of written communication is embedded in this level of response].

Level 2: 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.

[2 marks representing the appropriate level of written communication are embedded in this level of response].

Level 3: Ability to present 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.

[3 marks representing the appropriate level of written communication are embedded in this level of response].

Please note answers which are assessed as a L1, L2 and L3 from the individual unit mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

Question	Expected Answer	Additional guidance
<p>1(a) Lancaster Castle does not conduct primary market research. Explain two reasons why Lancaster Castle should consider conducting primary market research. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Research can be specific to the Castle (✓), up-to-date and accurate (✓). Lancaster Castle will know exactly what customers want (✓). It will be able to react by providing the products and services required (✓). 	
<p>1(b) Lancaster Castle advertises via a video information system (VIS) in the local hospital. Assess the extent to which placing advertisements on this VIS is likely to be of benefit to Lancaster Castle. [9 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes the extent to which placing advertisements on a VIS is likely to be of benefit to Lancaster Castle. Information may be in the form of a list. There is little or no attempt to assess.</p> <p>Level 2: [4-6 marks] Candidate describes the extent to which placing advertisements on a VIS is likely to be of benefit. Candidates will show an understanding of the question and include explanations/analysis of a number of advantages/disadvantages which may be assessed with some success. The assessment 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>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the extent to which placing advertisements on a VIS is likely to be of benefit. Candidate effectively</p>	<p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question	Expected Answer	Additional guidance
	<p>assesses a range of advantages/disadvantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Local hospital – many different age types of visitors; local people, cheap, large audience; able to get a large amount of information over; some visitors may be watching for a long period of time. <p>Disadvantages:</p> <ul style="list-style-type: none"> • No way to know of the conversion rate/success rate – waste of money/resources; poor quality; system gets dated quickly. <p>Exemplar response: VIS will be seen by lots of local people in the hospital which is good. By getting lots of visitors this might result in Lancaster Castle getting more visitors. The approach is a blanket one and cannot target specific groups of customers (L3).</p>	
<p>1(c)* Discuss why the mailing list has 'proved to be one of the most important marketing tools used by Lancaster Castle'. [12 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes why the mailing list is important. Information may be in the form of a list. There is little or no attempt to discuss. Candidate communicates at least one point using some appropriate terminology. 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>This is the question assessing QWC.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks.</p>

Question	Expected Answer	Additional guidance
	<p>Level 2: [5-8 marks] Candidate describes why the mailing list is important. Candidates will show an understanding of the question and include explanations/analysis of a number of advantages/disadvantages which may be discussed 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. 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>Level 3: [9-12 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of why the mailing list is important. Candidate effectively discusses a range of advantages/disadvantages. 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>Indicative content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • For direct marketing: direct information sent to customer; able to do promotions specific to customers; people known to be interested as past customers, better than wasting money on flooding general public. 	<p>Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional guidance
	<p>Disadvantages:</p> <ul style="list-style-type: none">• Will have to adhere to DPA; lists must be updated regularly, not all customers on list will be interested in visiting again for new/different promotions; can be limiting as wider market is ignored. <p>Exemplar response: Information can be sent directly to customers who are kept on the list. This allows for carefully targeted campaigns. Specific shows or events may otherwise be missed by people who would be interested. Lancaster Castle can save money, although it needs to update the list for future use (L3).</p>	

Question	Expected Answer	Additional guidance
<p>2(a) What is meant by the term 'breakeven price'? [1 mark]</p>	<p>For one mark.</p> <ul style="list-style-type: none"> • Costs involved in providing a product/service (✓). • Usually set the minimum level of the price (✓). • Covering the price of the cost (✓). • Costs just covered (✓). 	
<p>2(b) Discuss why voucher schemes are considered to be of benefit to attractions such as Lancaster Castle in increasing visitor numbers. [9 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes why voucher schemes are considered to be of benefit. Information may be in the form of a list. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks] Candidate describes why voucher schemes are considered to be of benefit. Candidates will show an understanding of the question and include explanations/analysis of a number of advantages/disadvantages which may be discussed 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>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of why voucher schemes are considered to be of benefit. Candidate effectively discusses a range of advantages/disadvantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least 'describe' Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question	Expected Answer	Additional guidance
	<p>Indicative content: Links to well-known national companies such as Sainsbury's/The Times; encourage visits child/adults with offers; enables the Castle to get in with companies at an affordable price; good for monitoring when people use the vouchers; message could be lost; many people ignore vouchers; vouchers costly; time frame limited.</p> <p>Exemplar response: Vouchers help to publicise the organisation and is good to see how many people use it. It can be targeted to local products and services. These local people will be happy for the payment and will also get some marketing out of it too, although they may not always be compatible. (L3).</p>	
<p>2(c) Explain three benefits to Lancaster Castle of being awarded Visitor Attraction Quality Assurance Scheme (VAQAS) accreditation. [6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to a further one mark for each of three explanations.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Enhancing the reputation of the Castle (✓) and as a result encourages more visits to come to the visitor attraction (✓). • Good for publicity and promotion (✓). The attraction can use this award to their advantage as they advertise in leaflets, PR messages, and on the Internet (✓). • Gives customers peace of mind (✓). • They will get good customer service (✓). • Helps visitors to expect a good service (✓). 	

Question	Expected Answer	Additional guidance
<p>2(d) Discuss the possible benefits to Lancaster Castle of joining schemes such as the Great British Heritage Pass scheme. [9 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some possible benefits to Lancaster Castle of joining schemes. Information may be in the form of a list of benefits. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks] Candidate describes a number of possible benefits. Candidates will show an understanding of the question and include explanations/analysis of a number of benefits which may be discussed 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>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the possible benefits. Candidate effectively discusses a range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> This allows free access to the tours for cardholders and gives a good position on the relevant websites and in literature. This increases visits from people who would not probably have gone in the normal course of events. 	<p>Additional guidance</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question	Expected Answer	Additional guidance
	<p>Disadvantages:</p> <ul style="list-style-type: none">• Gives good position on websites and in literature; also increases visits from people who probably would not normally visit; gives good national coverage; coverage in a prestigious scheme; easily monitored scheme. Costly; no guarantee of success; may direct funds away from more successful marketing; loss of control. <p>Exemplar response: Great British Heritage allows free access to the tours for cardholders and gives a good position on the relevant websites and in literature. This increases visits from people who would not probably have gone in the normal course of events but may be costly. It is easy to monitor, although success is not always guaranteed (L3).</p>	

Question	Expected Answer	Additional guidance
<p>3(a) Explain two benefits to Lancaster Castle of using Lancashire County Council's (LCC) Media Buying Team when placing advertisements. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Experienced staff (✓) who can use their knowledge and expertise to ensure that Lancaster Castle benefits from strong promotional activity (✓). • Saves Castle staff time and effort looking for media deals (✓). This time can therefore be spent by Castle staff on other business activities (✓). • Get best possible price for all media placed (✓). • Staff know contacts and best deals to get (✓). • Cost effective (✓). 	
<p>3(b) Discuss the disadvantages to Lancaster Castle of taking part in joint promotional activities. [9 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes the disadvantages to Lancaster Castle of taking part in joint promotional activities. Information may be in the form of a list. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks] Candidate describes the disadvantages to Lancaster Castle of taking part in joint promotional activities. Candidates will show an understanding of the question and include explanations/analysis of a number of disadvantages which may be discussed 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>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least 'describe' Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without</p>

Question	Expected Answer	Additional guidance
	<p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the disadvantages to Lancaster Castle of taking part in joint promotional activities. Candidate effectively discusses a range of disadvantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Different open times/policies of different attractions – can cause confusion. • Too many mixed messages, individual message may be lost. • Different selling styles. • Different ownership of organisations may cause conflict. • May not be successful partnerships. • Can cause disagreements and create a divide. • Poor success rate. • Loss of money. • Unrealistic expectations. <p>Exemplar response: Working with others can sometimes be difficult as you are obviously different and may have different objectives. Partnerships may not work and could cause arguments as organisations are competitors. The cost may be cheaper but customers could get the wrong message and get organisations confused and mixed up (L3).</p>	<p>overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>
<p>3(c) Evaluate whether placing an advertisement in 'Local Choice' or 'The Sun' would be of more benefit to Lancaster Castle. [12 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the benefits of placing an advertisement in 'Local Choice' or 'The Sun'. Information may be in the form of a list of</p>	<p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p>

Question	Expected Answer	Additional guidance
	<p>benefits. There is little or no attempt to evaluate.</p> <p>Level 2: [5-8 marks] Candidate describes the benefits of placing an advertisement in 'Local Choice' or 'The Sun'. Candidates will show an understanding of the question and include explanations/analysis of a number of benefits which may be evaluated with some success. The evaluation 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>Level 3: [9-12 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the benefits of placing an advertisement in 'Local Choice' or 'The Sun'. Candidate effectively evaluates a range of benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>Local benefits:</p> <ul style="list-style-type: none"> • Local people will read and local information relevant. • Local papers get delivered. • Can do local inserts and competitions relevant to local issues and promotions. • Cheaper than national papers. <p>National:</p> <ul style="list-style-type: none"> • National coverage gets greater coverage but will lose that local touch. • Advert will have to be carefully targeted as will not be appropriate for national level readership. • More explanation will be needed at a national level. • May be diluted at national level, may be lost against other 	<p>Level 2: 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 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional guidance
	<p>competitors which are bigger and more well known on a national scale.</p> <p>Exemplar response: Local Choice is obviously the one which targets local people. It will not cost as much as the national paper. The Sun would be of benefit if Lancaster Castle was doing some major event and wanted lots of people to know about it but greater explanation may be needed such as where the Castle is as some people will not have heard of it and it may be too far away (L3).</p>	

Question	Expected Answer	Additional guidance
<p>4(a) Explain two possible marketing objectives for Lancaster Castle. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Satisfying customer requirements (✓) to generate usage (✓). • Generates profit (✓) by getting more visitors (✓). • Generate community benefit and education (✓) by fulfilling the policy of local councils (✓). • Optimising customer perception (✓) creates positive image in the locality (✓). • Co-ordinating a range of activities (✓) to benefit local people of all ages (✓). • Maximising income (✓) to enable continued growth and sustainability (✓). 	
<p>4(b) Describe three of Lancaster Castle's unique selling points (USPs). [6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three descriptions.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Stunning courtrooms and historic structures (✓) such as Keep, Tower and Gatehouse (✓). • Still working court and prison (✓) which holds a variety of events (✓). • Unusual attraction to be able to view monument that is still in use today (✓). • Most important archaeological monument (✓). • Set in stunning backdrop of the Castle (✓). • Chilling darkness of the old cells (✓). • Grade 1 Listed Building (✓). 	

Question	Expected Answer	Additional guidance
<p>4(c) Explain the impact of the Data Protection Act (2004) on the way in which Lancaster Castle maintains its mailing lists. [3 marks] [1+1+1]</p>	<p>Likely approach - one mark for correct identification of impact plus up to a further two marks for explanation.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Manager must be familiar with the Act because collecting personal data such as names and addresses for its mailing list (✓). These cannot be kept for other promotional activities (✓) and must be kept in a secure place (✓). • Should not be given out to anyone (✓). • Must only be kept for purpose intended (✓). • Unless the customer gives permission (✓). 	<p>Credit candidate if DPA is given in explanation, eg data must be kept secure, cannot be passed to a third party, etc.</p>
<p>4(d) Discuss how a PEST analysis may influence the marketing decisions of Lancaster Castle. [12 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes how PEST influences marketing decisions. Information may be in the form of a list. There is little or no attempt to discuss.</p> <p>Level 2: [5-8 marks] Candidate describes how PEST influences marketing decisions. Candidates will show an understanding of the question and include explanations/analysis of a number of ways which may be discussed 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>Level 3: [9-12 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of how PEST influences marketing decisions. Candidate effectively discusses a range of ways.</p>	<p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: 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 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</p>

Question	Expected Answer	Additional guidance
	<p>There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Political: Government legislation, including taxation, EU rules, interest rates, funding levels, laws. • Economic: inflation, employment levels, disposable income, exchange rates, recession. • Social: early retirement, changes in lifestyle, shorter working week, education, demographic changes, holiday entitlement changes in working practices. • Technology: Internet development, communication systems, Internet banking, guiding systems, in-house publications. • Events; Internet; publications advertised; types of visitors, jobs; income, new systems. <p>Marketing decisions:</p> <ul style="list-style-type: none"> • To advertise locally or nationally. • Where to place adverts and when. • Pricing policies. • Using internet. • Whether to conduct joint marketing. • Whether to participate in events. • Which programme of activities to support. <p>Exemplar response: PEST is important as it shows an organisation the external influences and these will affect decisions. If the Government changes then Lancaster Castle might lose its funding. This will then determine what it can and can not do. The Prison and Court may close and advertising budgets would suffer and ultimately if Lancaster Castle does not try and address the issues it would completely close (L3).</p>	<p>With overall supporting conclusion – 12 marks.</p> <p>PEST is important has it shows an organisation the external influences and these will alter decisions, if the Government changes then LC might lose its funding this will then determine what it can and can't do the prison and court may close and advertising budgets would suffer and ultimately if LC do not try and address the issues they would completely close (L3).</p>

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