

Travel and Tourism

Advanced GCE **G734**

Marketing in Travel and Tourism

Mark Scheme for June 2010

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Question	Expected Answer	Additional guidance
<p>1a</p> <p>Explain two benefits to The Lowry of having in-house press officers.</p> <p>4 marks [2*2]</p>	<p>Points marking - one mark for each correct identification up to a maximum of two identifications plus one mark for each explanation.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Costs [1] • Saves on out sourcing and having to pay extra for [1] • Immediate and reactive [1] • Able to react quickly to any situation and promote/publicise events etc as and when needed [1] 	
<p>1b</p> <p>Identify three benefits to companies of sponsoring The Lowry.</p> <p>3 marks [3*1]</p>	<p>Points marking - one mark for each correct identification up to a maximum of three identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Reach and influence senior clients and key decision makers [1] • Target your company's audiences via major marketing and media campaigns [1] • Develop corporate profile [1] • Support Lowry's work in the community/goodwill [1] • Align with a profile, nationally respected and ambitious arts venue [1] • Entertain your clients, etc. [1] 	Taken from stimulus only
<p>1c</p> <p>Explain two reasons why organisations such as The Lowry might introduce a variable pricing strategy.</p> <p>6 marks [2*3]</p>	<p>Points marking - one mark for each identification up to a maximum of two identifications plus a further two marks for each explanation to a maximum of four.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Generate higher income [1] encourage higher sales [1] during less busy times [1] such as off-peak periods [1] • Encourage different customer types [1] opens opportunity for a growth in new and different customers [1] such as OAPs and students [1] 	

Question	Expected Answer	Additional guidance
<p>1d</p> <p>Discuss the benefits to The Lowry of offering 'Quay Club Corporate Membership' packages.</p> <p>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 some benefits to The Lowry of offering the membership packages. Information may be in the form of a list of benefits. There is little or no attempt to discuss.</p> <p>Level 2: [5-8 marks] Candidate describes a number of benefits to The Lowry of offering the membership packages. Candidates will show an understanding of the question and include explanations of a number of the 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: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits to The Lowry of offering the membership packages. Candidate effectively discusses a range of benefits to The Lowry. 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>Benefits:</p> <ul style="list-style-type: none"> • Encourages membership numbers • Encourages participation generally • Income generation • Helps with identification of possible sponsors • Gives good networking opportunities/connections for future • Brings in more business customers • Aimed at professionals and wealthy customers 	<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. With overall supporting conclusion – 12 marks.</p>

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	<ul style="list-style-type: none"> • Guaranteed income from professionals (will get paid) • Specific targeted marketing – likely to be more successful and less wastage good for loyalty. <p>Exemplar response: By offering corporate membership packages TL will get more and different types of customers. These packages will help raise the profile of TL generally as greater publicity is gained in different quarters. (L1) Such specifically targeted packages are less likely to produce wastage in terms of costs and resources because(L2) ultimately the benefits should be greater to TL because of this but it will depend on the monitoring of these membership services this will aid with guaranteed income although specific targeting is required in order not to waste money. (L3)</p>	
<p>2a</p> <p>Identify three features of a 'marketing audit'.</p> <p>3 marks [3*1]</p>	<p>Points marking - one mark for each correct identification up to a maximum of three identifications.</p> <p>Indicative content:</p> <p>An analysis of the business environment [1] often referred to as situation analysis [1] The organisation is able to identify positive and negative influences [1] Analysis covers own internal resource (budgetary constraints) [1] expertise of staff [1] as well as influences outside of its control such as government interventions [1]</p> <p>Accept any other valid suggestions.</p>	
<p>2b</p> <p>Justify how a SWOT analysis could assist The Lowry to complete a marketing audit.</p> <p>6 marks Levels</p>	<p>Levels of response marking.</p> <p>Level 1: [1-2 marks] Candidate identifies/describes the SWOT analysis.</p> <p>Level 2: [3-4 marks] Candidate analyses how the SWOT analysis helps with a marketing audit.</p> <p>Level 3: [5-6 marks] Candidate assesses a SWOT analysis showing how it can assist an organisation such as The Lowry to complete a marketing audit.</p> <p>Indicative comment:</p>	

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	<p>SWOT assists: Acronym Strengths, Weaknesses, Opportunities, Threats. Assessed in relation to The Lowry or other organisation. Strengths and Weaknesses (internal factors) By looking at SWOT and using examples below The Lowry are able to assess their position in marketing terms - considering:</p> <p>S</p> <p>Quality of product Name Reputation Location Café - events Powerful brand and recognisable name USP</p> <p>W</p> <p>Competitors (many galleries in Manchester and UK) Location – perception of area by general public, parking, costs, etc. Needs greater diversification of products and services Gaps in capabilities</p> <p>Opportunities and Threats (external factors)</p> <p>O</p> <p>Move to new segments – greater numbers, more profit, target specifics Develop new market e.g. using internet, overseas markets New products/services to consider Fashion influences</p> <p>T</p> <p>Competitors Legislative (political effects) Economy – loss of public numbers for events, loss of interest Seasonality</p> <p>SWOT means that TL will use Strengths, Weaknesses, Opportunities and Threats to</p>	

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	<p>help complete their marketing audit. They will look at their reputation, quality, competitors, to judge (L1) The SWOT will highlight the position that they are currently in and they can write both positive and negative influences into the audit by doing so they will have a clear and up to date picture of their situation (L2) However the SWOT analysis will only consider certain options and the SWOT must have already been carefully prepared otherwise the information will be of no use. (L3)</p>	
<p>2c</p> <p>The Lowry has a marketing plan. State and explain two items, other than the marketing audit, which you would expect The Lowry to include in its current marketing plan.</p> <p>4 marks [2*2]</p>	<p>Points marking - one mark for each correct identification up to a maximum of two identifications plus a further one mark for each explanation.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Mission statement [1] Outlining the central purpose and objectives of an organisation [1] • List of aims or objectives [1] • Proposed marketing strategy [1] • Statement on the organisation's intended marketing mix [1] price, product, place and promotion [1] 	
<p>2d</p> <p>The Lowry is part of the Salford Quays regeneration scheme.</p> <p>Evaluate the Lowry's external marketing environment.</p> <p>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 some elements of The Lowry's external marketing environment. Information may be in the form of a list. There is little or no attempt to evaluate.</p> <p>Level 2: [5-8 marks] Candidate describes a number of elements of The Lowry's external marketing environment. Candidates will show an understanding of the question and include explanations of a number of elements which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and</p>	<p>Need to know PEST for L1</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</p>

Question	Expected Answer	Additional guidance
	<p>accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the Lowry's external marketing environment. Candidate effectively evaluates a range of elements. 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>From: Using PEST Political How stable is the political environment Will government policy influence laws that regulate tax on the business and museums Government position on marketing ethics Economy, generally – government input Continued government support for cultural products and services.</p> <p>Economic Interest rates Inflation Employment levels Long-term prospects for GDP</p> <p>S Attitudes to visitor attractions, content of events, etc. How much time do consumers have for leisure? Seasonality Age and Wealth of population – in catchment zone. Any links of population to environment.</p> <p>T Technology allows for other products/services to be made more cheaply.</p>	<p>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>

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	<p>Offer opportunities for better payment systems, Telephone, computing, etc. Alter distribution systems, Offer new methods of communication with customers, banners, interactive, texting, etc.</p> <p>Exemplar: Elements such as the economic well being of the country will have an impact on TL customers may not be able to afford to visit museums to buy tickets for shows and events, (L1) TL may lose profit if it loses customers this could have a direct impact on the level and type of entertainment that the Lowry are able to produce (L2) It will have to look to new and innovative products to enhance its customer base and sustain its profit levels. New technologies should be considered such as texting and interactive methods, some of these will be more expensive than others and should be accounted for (L3)</p>	
<p>3a</p> <p>Identify three customer groups currently targeted by The Lowry.</p> <p>3 marks [3*1]</p>	<p>Points marking - one mark for each correct identification up to a maximum of three identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Business customers • Corporate • Groups/parties • School groups/young people • Families • Wedding parties 	
<p>3b</p> <p>Explain two ways in which the ASA (Advertising Standards Authority) controls all forms of advertising in the UK.</p> <p>4 marks [2*2]</p>	<p>Points marking - one mark for identification up to maximum of two ways plus a further one mark for each explanation.</p> <p>Indicative content: From:</p> <ul style="list-style-type: none"> • It enforces legislation [1] concerning decency, honesty and legality of adverts [1] • Produces a code of practice for broadcast [1] and guidelines to assist in preparation of materials and advertisements [1] • Monitors content of advertisements [1] deals with any complaints [1] 	

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<p>3c</p> <p>Assess the advantages and disadvantages of local cinema advertising to organisations such as The Lowry.</p> <p>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 advantages and disadvantages of local cinema advertising to organisations such as The Lowry. Information may be in the form of a list. There is little or no attempt to assess.</p> <p>Level 2: [5-8 marks] Candidate describes the advantages and disadvantages of local cinema advertising to organisations such as The Lowry. Candidates will show an understanding of the question and include explanations of the advantages and 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: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages of local cinema advertising to organisations such as The Lowry. Candidate effectively assesses the advantages and 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>From: <u>Advantages</u> Good local coverage Many of local people attend cinemas now Different age ranges from young to OAP Regular ads for a captive audience. Can be done as part of joint marketing activity to help spread costs.</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. With overall supporting conclusion – 12 marks.</p>

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	<p><u>Disadvantages</u> Can be very costly May be better to target more specific groups i.e. in specific journals or papers Time consuming Difficult to monitor and assess effectiveness – as for example, no coupons/vouchers to use. Or similar</p> <p>Exemplar:</p> <p>Local cinema advertising is relevant to TL as many local people will see the advert. Some of these adverts are very expensive and some films are not watched as much as others (L1) but it would be possible to share the cost of the adverts with another organisation and do a joint advert this would save money and help spread the costs (L2) however it may be that this dilutes the message and that it may not be possible to target specific groups as the advert may not be watched by different age ranges at the right time, it may also be very difficult to monitor how effective this is. (L3)</p>	
<p>3d</p> <p>Justify one type of advertising, other than local cinema advertising, which The Lowry might use in order to increase its market share.</p> <p>6 marks Levels</p>	<p>Level of response marking</p> <p>Level 1: [1-3 marks] Candidate analyses one type of advertisement for The Lowry.</p> <p>Level 2: [4-6 marks] Candidate justifies one type of advertisement in the context of The Lowry.</p> <p>Indicative content:</p> <p>Local newspapers - cheap and effective form of advertising - targets directly the local people and distribution is guaranteed.</p> <p>Poster campaigns - can use colour and font to create excellent promotional print to target specific customers - put into appropriate areas for take up such as TICs.</p> <p>Radio - captive audience - can use catchy jingles to inspire customers.</p> <p>Internet - cheap and quick form of advertising - very successful and good penetration</p>	<p>It is acceptable for candidates to use National Cinema as an example of 'other' types.</p> <p>If no mention of The Lowry L1 only.</p> <p>No marks are awarded for the suggested type of advertising.</p>

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	<p>of usage.</p> <p>Exemplar:</p> <p>Local newspaper adverts are cheap and a quick way of getting messages across to the public, TL would be able to promote to specific groups and have reply coupons to show the success rate (L1) targeted adverts can be backed up with editorial to maximise the message and this would be very cost effective, the local population is an important market for TL and they could increase their market share by bringing their message to more of the population, this will expand the take up and usage. (L2)</p>	

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<p>4a</p> <p>Identify the product and place elements of The Lowry's marketing mix.</p> <p>2 marks [2*1]</p>	<p>Points marking - one mark for identification of the product and one mark for identification of the place:</p> <p>Indicative content:</p> <p>Product: Arts and Entertainment complex [1] Gallery [1], Museum [1]. Accept similar</p> <p>Place: Internet, Telephone booking opportunities Direct at The Lowry. Credit a mark for location [1] waterfront – 1.5 miles from Manchester, city centre [1]</p>	
<p>4b</p> <p>Using the 'Attention, Interest, Desire, Action' (AIDA) principle, evaluate the effectiveness of the advertisement in Fig. 1.</p> <p>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 effectiveness of the advertisement. Information may be in the form of a list. There is little or no attempt to evaluate.</p> <p>Level 2: [4-6 marks] Candidate describes the effectiveness of the advertisement. Candidates will show an understanding of the question and include explanations of the effectiveness of the advertisement 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: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the effectiveness of the advertisement. Candidate effectively evaluates the effectiveness of the advertisement. 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 for giving AIDA definitions</p> <p>Level 1 [1-3 marks]: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2 [4-6 marks]: 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 [7-9 marks]: Identification/description implied/assumed. Explanation/analysis/comparison</p>

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	<p>Indicative content: AIDA Attention Colour, font, sound, movement, headline, personal language, highlighted text. Interest Tone of message, honesty, customer speak, benefits to customer, enthusiastic, energy, short, simple. Desire Use of incentives, drawing in customer, relate to customer experience. Action Contact details, telephone, post, e mail, visit in person, map, directions, and timings.</p> <p>Exemplar: There is an eye catching picture that looks interesting. The wording/headline tells us that TL offers Family Fun and would really make you want to visit – this is possibly more of interest to younger people due to the nature of the picture (L1) There aren't too many words on the adverts – so the message that TL is fun and a good place to go to is effective and clear – the font is easy to read and may not address all the answers required by some visitors (L2) as there are very few contact details with no mention of telephone number, e mail, address for action stage this might clearly inhibit the conversion rate of interest into visitors. (L3)</p>	<p>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>

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<p>4c</p> <p>A face-to-face questionnaire is an example of primary market research. Name two other examples of primary market research appropriate for The Lowry.</p> <p>2 marks [2*1]</p>	<p>Points marking - one mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <p>From: Telephone survey [1] Internet/email survey [1] Postal survey [1]</p>	<p>Do not credit 'survey'</p>
<p>4d*</p> <p>Discuss why organisations such as The Lowry conduct primary market research.</p> <p>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 organisations such as The Lowry conduct primary market research. Information may be in the form of a list of benefits. 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>Level 2: [5-8 marks] Candidate describes why organisations such as The Lowry conduct primary market research. Candidates will show an understanding of the question and include explanations of why organisations such as The Lowry conduct primary market research 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</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. Evaluative comment (because.... means that....) – 8 marks.</p>

Question	Expected Answer	Additional guidance
	<p>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] Candidate will show a clear understanding of the question and include detailed identification and explanation of why organisations such as The Lowry conduct primary market research. Candidate effectively discusses why organisations such as The Lowry conduct primary market research. 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: Suitability from: Up to date Relevant to that organisation Cheap or affordable according to budget Can be done exactly where and when the organisation desires – i.e. precise targeting. Trustworthy – know its accurate and not made up. Can choose precisely the type of pm research wanted – depends on number of staff available, etc. Answers any problems or specific issues needed at that time.</p> <p>Exemplar: Organisations like TL do primary market research as they can gather information on customer likes, needs and wants. This can be very useful for them for different marketing campaigns (L1) the information will be up to date and relevant to the organisation if conducted by themselves it can be very cost effective and they can achieve precisely the info that they want (L2) However, questionnaires are difficult to get right for the number of questions asked and for the analysis afterwards. Organisations must ensure that they word questions without ambiguity and keep the relevance to the organisation. (L3)</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>

	A01	A02	A03	A04	
1a	4				
1b		3			
1c	3	3			
1d		4	4	4	
2a	3				
2b			3	3	
2c	2		2		
2d		4	4	4	
3a		3			
3b	2		2		
3c		4	4	4	
3d			3	3	
4a		2			
4b		3	3	3	
4c	2				
4d	4		4	4	
Total	20	26	29	25	100

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