

Monday 28 January 2013 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01 Marketing in Travel and Tourism

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

Duration: 2 hours



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) Identify **three** customer types who use The Globe.

1

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[3]

(b) Explain **two** benefits to The Globe of knowing the profile of its theatre audiences.

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[4]

(c) SurveyMonkey is an Internet research tool.
Evaluate the benefits to The Globe of using primary rather than secondary market research methods. [12]

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(d) The management of The Globe compiles an e-list of people interested in the theatre. Explain **two** ways in which the management of The Globe must adhere to the Data Protection Act.

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[6]

2 (a) Explain **two** ways in which working with the travel trade may be of benefit to organisations such as The Globe.

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[4]

(b)* Assess the likely advantages and disadvantages to The Globe of having corporate support.

[12]

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3 (a) Explain **two** benefits to The Globe of having the 'Friends of Shakespeare's Globe'.

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[4]

(b) As information sources, discuss why newspapers and posters are less influential than other sources of information for theatre audiences such as those at The Globe. [6]

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(c) The Globe has become a major iconic brand.
Assess the importance to travel and tourism organisations of having a strong or iconic brand. **[12]**

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