

GCE

Travel and Tourism

Unit **G728**: Unit 9 – Tourism Development

Advanced GCE

Mark Scheme for June 2014

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

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

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1. Annotations

Annotation	Meaning
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	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			Exemplar Answer	Marks	Guidance
1	a	3.9.1 3.9.2	<p>Tourism is important to Shropshire as it leads to an increase in visitor spending e.g. the value of tourism in 2009 was £561 million (1) and this in turn leads to increase in income for commercial organisations (1)</p> <p>Tourism is important to Shropshire as the income it receives can be used for further economic development (1) such as improvement to the infrastructure e.g. retail and entertainment provision.(1)</p>	4	<p>Indicative content:</p> <ul style="list-style-type: none"> • The total value of tourism in Shropshire in 2009 was £561 million • Tourism brings income to the area (1) • Shropshire generates approximately 9% of total West Midlands regional tourism spend. • 38% of spend is generated by overnight visitors, the remaining 62% by day trippers. • The main beneficiaries of the tourism trade are accommodation providers (£65.3 million), retail establishments (£150.3 million), catering (£189 million), entertainment (£65.3 million) and transport (£49.3 million) • Increasing visitor numbers which leads to increase in visitor spending • Economic development; improvement in infrastructure <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>
1	b	3.9.3	<p>PRIVATE</p> <ul style="list-style-type: none"> • local accommodation providers • local organisations – such as entertainment and transport organisers • local businesse <p>PUBLIC</p> <ul style="list-style-type: none"> • Shropshire Hills AONB Partnership • Church Stretton Town Council • South Shropshire District Council <p>VOLUNTARY</p> <ul style="list-style-type: none"> • National Trust • Shropshire Tourism Group • Church Stretton Area Tourism Group 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p>

Question			Exemplar Answer	Marks	Guidance	
1	c	3.9.1	<p>Exemplar</p> <p>To promote public understanding and enjoyment of the nature and culture of Areas of Outstanding Natural Beauty (1) and encourage people to take action for their conservation (1)</p> <p>Their care has been entrusted to the local authorities, organisations, community groups and the individuals who live and work within them(1) so that they are cared for and valued.(1)</p> <p>Each AONB has been designated for special attention by reason of their qualities, e.g. flora, fauna,(1) historical and cultural associations as well as scenic views.(1) Their objectives are to preserve and conserve these(1)</p> <ul style="list-style-type: none"> Value, sustain and promote the benefits that the UK's Areas of Outstanding Natural Beauty provide for society (1), including clean air and water, food, carbon storage and other services vital to the nation's health and well-being.(1) 	4	<p>Indicative content:-the AONB Family has identified four common objectives</p> <ul style="list-style-type: none"> Conserve/preserve and enhance the natural and cultural heritage of the UK's AONB's, meet the challenges for future generations of visitors & locals Support local communities (economy & social well being) in ways which contribute to the conservation /enhancement of natural beauty protect the environment/ buildings Promote public understanding and enjoyment of the nature / culture of AONB's and encourage people to take action for their conservation <p>DO NOT ACCEPT TO EDUCATE</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.</p>

Question			Exemplar Answer	Marks	Guidance
1	d	3.9.2	<p>L2</p> <p>Shropshire Tourism is just for the private sector and being a member means that there are many ways in which members can get help. Their establishments are advertised on the website which means that they can get more business and also they can advertise special offers if business is slow and they need more visitors. Being a member is beneficial as they have likeminded tourism people there to help them.</p> <p>Member organisations can advertise their own and their partners deals, such as special offers which will bring benefits to all concerned. A good working relationship therefore can have many benefits to the tourism providers.</p>	6	<ul style="list-style-type: none"> • It is specifically for businesses in Shropshire and the surrounding area, so support is locally relevant • It is just for businesses that have an interest in the tourism industry • It has over 500 private sector members • Members include accommodation providers, attractions, catering establishments • Joining and being on the website brings in more business • Members can ask for advice • Tourism providers can advertise special offers when business is slow <p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits. Candidate effectively discusses at least two benefits. There is sound evidence of accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed. A discussion/judgement with overall supporting conclusion – 6 marks. An discussion/judgement without overall conclusion– 5 marks. Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes a basic assessment of at least one benefit. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. Explanation/unsupported judgements/limited justification – up to 3 marks. Description – up to 2 marks. List of points – maximum 1 mark.</p>

Question			Exemplar Answer	Marks	Guidance
1	e	3.9.1	<p>L2 EIAs are important for the environment as without them damage can occur. This is often through wear and tear of walkers overusing the environment and causing damage to the flora and fauna of an area. If an EIA is done it means that any damage can be spotted and repairs put into place to prevent further wear and tear. This is usually done by putting up fences, repairing paths, issuing signs and notices and generally ensuring that areas used by outdoor tourists are kept safe and sustainable. Overall, without EIA's areas such as the Shropshire Hills can fall into disrepair, become dangerous and unattractive to visitors, so by prevention sustainable tourism can be maintained.</p>	8	<ul style="list-style-type: none"> Assesses signs of wear and tear/damage to the environment to maintain such areas for the future. Notifies the public of safety issues surrounding the environment <p>Level 2: [5-8marks] Candidate effectively discusses a range of reasons why environmental assessments are necessary. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Identification/description implied/assumed.</i> <i>An evaluation/judgement with overall supporting conclusion – 8 marks</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 7 marks</i> <i>Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks (if no application to the Case Study Max 6 marks)</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes reasons why environment assessments are necessary. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Unsupported judgements/limited discussion – up to 4 marks</i> <i>Explanation – up to 3 marks</i> <i>Description – up to 2 marks</i> <i>List of points – maximum 1 mark</i></p>

Question			Exemplar Answer	Marks	Guidance
1 QWC	f*	3.9.1	<p>Exemplar: L3 Shropshire and Church Stretton are very keen to ensure tourism is sustainable in the area. They do this by several methods. One of the methods is to ensure that the area is conserved so that there is an increased awareness and understanding of its wildlife and habitats. They can do this by assessing environmental impact which will help to conserve the area and also by issuing notices and information to tourists to advise them of the wildlife in the area.</p> <p>Another method that they can use is to encourage businesses and visitors to act more sustainably. This would help to reduce the carbon footprint in and around the area, e.g. preventing pollution and noise from fumes and cars.</p> <p>Sustainable tourism is very important to today's tourists who are more likely to visit an area that promotes sustainable tourism.</p>	12	<ul style="list-style-type: none"> • To strengthen and promote the identity of the Shropshire Hills, conserve its special landscape and tranquillity and increase understanding and appreciation of its wildlife and habitats. • To improve and promote opportunities for walking and other outdoor activities and use activities to strengthen and promote the identity of Church Stretton and the Shropshire Hills. • To improve the local food offer, by encouraging the local sourcing of food, drink and other products and to promote local food, drink and dishes to visitors. • To encourage businesses and visitors to act more sustainably, reducing the carbon footprint of tourism in and around Church Stretton and using cars less frequently. <p>Level 3: [9 - 12 marks] Identification/description implied/assumed. Explanation/analysis/comparison of 2 or more objectives– 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks. <i>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.</i></p> <p>Level 2: [5 – 8 marks] No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks. <i>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.</i></p> <p>Level 1: [1 – 4 marks] List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p>

Question			Exemplar Answer	Marks	Guidance
					<ul style="list-style-type: none"> To make more of Church Stretton's heritage telling its stories to visitors in a variety of ways and improving the townscape to make the whole town welcoming. <u>N.B. Strengthen the local economy is NOT one of the objectives in the resource booklet</u> <p><i>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.</i></p> <p>Level 0: [0 marks] Learner does not identify objectives</p>

Question			Exemplar Answer	Mark	Guidance
2	a	3.9.2	GDP – Gross Domestic Product	1	<ul style="list-style-type: none"> Exact answer only accepted
2	b	3.9.1	<p>The role of national tourist organisations is to promote the country to overseas visitors (1). They can do this by marketing campaigns (1)</p> <p>The role of national tourist organisations is to raise awareness of their country (1) This raises the country's profile internationally and improves customer perception of the country. (1)</p>	4	<p>Indicative content:</p> <ul style="list-style-type: none"> Raise awareness Build confidence Marketing and promotion Raise profile/customer perception Keep & publish statistics <p>Do not accept references to tourist information centres / increased visitor numbers</p> <p>One mark for each correct identification up to a maximum of two marks, plus a further one mark for each of two explanations.</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
2	c	3.9.3	<p>Exemplar:</p> <p>Level 2 Due to the unstable government in Zimbabwe, tourism is bound to suffer. In addition all the basic services are poor, meaning that infrastructure such as travel and communications would be affected leading to an uncertain standard in hotels. Crime is commonplace and the FCO has advised UK nationals not to travel to the country. People would have been worried about muggings and pickpockets. Overall, this will have a big impact on the tourism sector within Zimbabwe. A country in this state will not be attracting many tourists which may also mean that the tourism income into the country will greatly reduce, creating yet more difficulties.</p>	8	<p>POLITICAL</p> <ul style="list-style-type: none"> • The political system is unstable and fragile • FCO advised UK travellers against going • High levels of crime targeting foreign visitors • Pick-pocketing and mugging were commonplace • Provision of basic services are poor • 4 out of 5 people are out of work • There is anger and political conflict • Reference to Robert Mugabe's actions <p><u>DO NOT ACCEPT NEGATIVE ECONOMIC IMPACTS</u></p>	<p>Level 2: [5 – 8 marks] No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 1: [1 – 4 marks] List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 0: [0 marks] Candidate does not identify political impacts</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
2	d	3.9.3	<p>Level 2 Tourism in Zimbabwe was in the growth stage of Butler's model and tourists had increased from 20% to 40% of visitor arrivals prior to the crisis. This figure has now decreased causing a negative economic impact on the country as there are now only 750000 visitors annually when there used to be over two million. Added to which the country is suffering from hyperinflation and four out of five people were estimated to be out of work. What all this means is that business and leisure travellers would stop visiting the country as prices were remaining unstable, e.g. a loaf of bread was 50 times more expensive than a year previously. Hotel prices, employment, travel and transport were all unstable leading to economic decline in the country. Overall, although the economic situation is very bad, there is evidence of a slow recovery as the Zimbabwean dollar has been abolished in favour of the US dollar and there are signs that the country is heading for recovery.</p>	8	<ul style="list-style-type: none"> • Tourism dropped from 2.1 million to 1.87 million • Further fall to 750.000 • 3.3% contribution to GDP • It used to be 8% • Revenues fell from \$700 to \$44 <p>Tourism growth almost halved</p> <ul style="list-style-type: none"> • Zimbabwean dollar crashed against most major currencies • The country was suffering from hyperinflation • 5000% annual rate of inflation • Wages were not keeping up • References to loaf of bread • 4 out 5 people out of work • No new developments to the infrastructure 	<p>Level 3: [7 - 8marks] Candidate effectively discusses a range of reasons why negative economic impacts have affected the Zimbabwean tourist industry. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>An evaluation/judgement with overall supporting conclusion – 8 marks</i> <i>Without overall conclusion/prioritisation – 7 marks</i> <i>No reference to the Case Study then Max Level 2.</i></p> <p>Level 2: [4 - 6 marks] Candidate will show a clear understanding of the question and include detailed explanation/analysis of how negative economic impacts have affected the Zimbabwean tourist industry. <i>Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks</i> <i>Unsupported judgements/limited discussion – up to 4 marks</i> <i>Identification/description implied/assumed.</i></p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
						<p>Level 1: (1 - 3 marks)</p> <p>Candidate identifies/describes reasons why negative economic impacts have affected the Zimbabwean tourist industry. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>Explanation – up to 3 marks</i></p> <p><i>Description – up to 2 marks</i></p> <p><i>List of points – maximum 1 mark</i></p>

Question			Exemplar Answer	Mark	Guidance
2	ei				

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
2	eii	3.9.2	<p>L3</p> <p>The positive impacts of successful destination management depend on a good relationship between the host population, the tourists and the agents of tourism development. The agents of tourism development can be from the public, private and voluntary sectors. For example the public sector national tourism organisation will promote the destination e.g. 'Buy Zimbabwe' campaign to encourage visitors and income to the country. It does this by investing the money gained from tourism in new facilities and infrastructure. Tour operators are encouraged to offer more holidays as travel restrictions are lifted. Tourism education and training is necessary as this then avoids conflict with the host population and gives the tourist a good experience which they will enjoy and tell others about.</p> <p>Overall if a destination is successfully managed the impacts of income, employment and sustainability can be maximised for the future.</p>	10	<p>Successful destination management relies on links and relationships between the host population, tourist and agents of tourism development (public, private & voluntary sectors) This leads to the following impacts:</p> <ul style="list-style-type: none"> • maximising the retention of visitor spending at the destination • investing the income from tourists in public and social projects for local communities and tourists • widening access to facilities and assets • staff training and development • training and employment of local people in tourism and related activities • Tourism education. • Promotion • Preventing leakage <p>Accept generic answer and reference to triangular relationship between host population, agents of tourism development and tourists</p>	<p>Level 3 – (9 - 10 marks)</p> <p>The candidate evaluates/ analyses the impacts of successful destination management. At least two impacts will be evaluated</p> <p>This will be relevant and accurate with understanding of concepts, principles and use of specialist vocabulary.</p> <p>Identification/description implied/assumed.</p> <p>An evaluation/judgement with overall conclusion/prioritisation – 10 marks.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 8 or 9 marks.</p> <p>Level 2 – (5 - 8 marks)</p> <p>The candidate explains/analyses the impacts of successful destination management.</p> <p>This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary.</p> <p>No list – must be at least 'describe'.</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
						<p>Explanation/analysis – 6 or 7 marks.</p> <p>Description only – 5 marks.</p> <p>Level 1 – (1 - 4 marks) The candidate identifies at least one positive impact of successful destination management</p> <p>3 identifications and unsupported judgement – 4 marks</p> <p>2 identifications plus one description – 2 or 3 marks.</p> <p>List – maximum 2 marks.</p> <p>0 marks – Candidate does not identify positive impacts of destination management</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content:	
3	a	3.9.2	<ul style="list-style-type: none"> • 333 magnificent islands (1) so it is a land with room still to move(1) • It is set in the tropical South Pacific (1) so it is an island paradise for tourists (1) • It has white sandy beaches, swaying coconut palms and pristine oceans (1) which will appeal to outdoor beach lovers (1) • It has a range of accommodation (1) to suit all customer types (1) 	6	<p>Any points from Fig 3a described; also 'friendliest people in the world' from Fig 3b</p>	<p>One mark for each correct identification up to a maximum of two identifications and a further one mark for each of two descriptions.</p>

Question			Exemplar Answer	Mark	Guidance	
3	b	3.9.2	<ul style="list-style-type: none"> A socio cultural objective of tourism development is to promote understanding between the tourists and the local population (1) so that both sides gain the benefits of being with each other(1) A social cultural objective of tourism development is that more facilities can be developed (1) this not only provides services for tourists but can also improve life for the local population (1) 	4	<p>Indicative content:</p> <ul style="list-style-type: none"> Promoting understanding between the cultures of tourists and those of the local population Improving quality of life for the local population Providing community facilities as well as facilities for tourists Revival of traditional activities Promotion of national identity Develops a sense of pride Preserve culture <p><u>NOT JOBS</u></p>	One mark for each correct identification up to a maximum of two identifications and a further one mark for each of two explanations.
3	c	3.9.1	<p>Indicative content:</p> <ul style="list-style-type: none"> An eco-friendly lodge is a place for people to stay /accommodation(1) It is usually made out of natural materials e.g wood and straw (1) It is easily removed (1) It leaves no impact on the environment/fits with surroundings (1) 	2		One mark for identification and a further one mark for description

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
3	d	3.9.2	<p>L2 From the case study it can be seen that Fijian culture is very different to that of the UK. For example, it is important to remove any headwear because wearing one is an insult to the chief. Also when tourists are in the village they must leave their shoes outside the door when entering a home and keep in mind that it's also insulting to touch someone's head. If tourists follow these rules it would mean that they have been educated in advance of the Fijian culture and this would lead to them enjoying their visit much more as they would be welcomed. If a tourist understands the culture there is less chance of conflict between the tourist and the host population. Overall this would lead to greater understanding and enjoyment for the tourist's experience of Fijian culture.</p>	8	<ul style="list-style-type: none"> • Education • Promotion of understanding • Avoidance of conflict • Enjoyment of experience • Prior knowledge of culture means less chance of making hosts unwelcome • Reference to points in case study identified and explained <p>To achieve level 7/8 marks specific examples from the case study must be used</p> <p><u>IF NO REFERENCE TO CASE STUDY – MAX 6 MARKS</u></p>	<p>Level 2: [5 – 8 marks] Candidate discusses the benefits to tourists of experiencing Fijian culture. Candidate effectively discusses a range of aspects. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Evaluative comment (because.... means that....) – 8 marks. Explanation/analysis – 6 or 7 marks. Description only – 5 marks.</p> <p>No list – must be at least 'describe'.</p> <p>Level 1: [1 – 4 marks] Level 1 Candidate identifies/describes the benefits to tourists of experiencing Fijian culture. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>3 identifications and unsupported judgement – 4 marks. 2 identifications plus one description – 2, 3 or 4 marks. 1 identification – maximum 2 marks.</p> <p>0 marks – Candidate does not identify any benefits to tourists of experiencing Fijian culture</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
3	e	3.9.3	<p>L3</p> <p>The floods in Fiji would have had a negative economic impact on the country. Flights were arriving empty so there were no new tourist arrivals. This would mean that hotels and local businesses would suffer through a lack of visitor spending. There were thousands of passengers waiting to get back home, this meant that their holidays were cut short and again they would not have been spending money in the country. It could also take a long time for things to get back to normal as power supplies and the general infrastructure had been affected. This means that the country would have to spend a great deal of money to get back to normal, meaning that it would not be making money from tourism. Overall, natural disasters such as the floods on Fiji are likely to have a negative impact on the country, not just now but for the foreseeable future, or at least until the infrastructure has been repaired enough to welcome tourists back to the country.</p>	10	<ul style="list-style-type: none"> • Incoming passengers were stopped • A state of emergency was declared • Thousands of Australian and New Zealand passengers were waiting to leave the country • Water and power supplies cut off • Breakdown of infrastructure • Negative economic impact (from the case study - explained) • Negative environmental impact (from the case study - explained) 	<p>Level 3: [8 - 10 marks]</p> <p>Candidate evaluates the likely impacts of the floods on Fiji. Impacts are clear and appropriate, closely related to case study material. Answer well considered and focused.</p> <p><i>Identification/description implied/assumed. An evaluation/judgement with overall conclusion/prioritisation – 10 marks.</i></p> <p><i>Explanation/analysis/comparison of more than one point/both sides – 8 or 9 marks.</i></p> <p>Level 2: [5 - 7 marks]</p> <p>Candidates explain/analyse the likely impacts of the floods on Fiji.</p> <p>Impacts are appropriate, related to case study material.</p> <p><i>No list – must be at least ‘describe’.</i></p> <p><i>Explanation/analysis – 6 or 7 marks.</i></p> <p><i>Description only – 5 marks.</i></p> <p><i>If only 1 impact then max Level 2.</i></p> <p>Level 1: [1-4marks]</p> <p>Candidates identify/describe the likely Impacts of the floods on Fiji. Impacts may not be appropriate and may not be related to case study material.</p> <p><i>3 identifications and unsupported judgement – 4 marks</i></p> <p><i>2 identifications plus one description – 2 or 3 marks.</i></p> <p><i>List – maximum 2 marks.</i></p>

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

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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