

**GCE**

**Travel and Tourism**

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

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.

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

Annotation	Meaning
	Blank Page – this annotation <b>must</b> 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
	Context
	Cross
	Level 1
	Level 2
	Level 3
	Not answered question
	Own figure rule
	Repeat
	Noted but no credit given
	Too vague
	Tick
	Development of point

Question		Answer/Indicative content	Mark	Guidance
1a		<ul style="list-style-type: none"> <li>Maintains marketing message (1) hotel managers cannot become complacent as other organisations will benefit (1)</li> <li>Established tourist areas will have many hotels and other accommodation establishments already in direct competition (1) it is therefore vital that marketing promotion work is continued as they will lose their market place (1)</li> <li>Market share may be lost (1) profit and even their livelihoods can be lost as a consequence (1)</li> </ul>	2*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.

Question		Exemplar response	Marks	Guidance	
				Indicative content	Levels of response
1b		A variety of tariffs gives Storrs Lodges the opportunity to expand its market share by offering rates to suit different consumers through seasonality matched to supply and demand. Opportunities exist to extend the product availability such as links to sport and recreational offers, family days and offers to specific segmented markets. This would therefore increase profit and market share making them more competitive. This would be very important as the Lake District has many hotels, guest houses and B&Bs and the necessity to remain competitive is vital to ensure a healthy economic return. However, by giving too many tariffs this may make their business and marketing plans over-complicated and careful	9	<b>Storrs Lodges</b> <ul style="list-style-type: none"> <li>Variety of tariffs give opportunity to advertise to different types of customers</li> <li>Opportunity to advertise to new or emerging customer bases</li> <li>Opportunity to adhere to supply and demand rates</li> <li>Ability to market at shoulder/peak months to entice customers</li> <li>To fill spare accommodation space</li> <li>Encourage repeat customers</li> </ul>	<b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications of a variety of tariffs to both Storrs Lodges management and their customers. 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.  <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>  <b>Level 2: [4-6 marks]</b> Candidate describes a number of possible benefits of the variety of tariffs. Candidate will show an

Question		Exemplar response	Marks	Guidance	
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		<p>assessment of returns must be calculated in order to ensure success. Consumers will not wish to wade through complicated listings of tariffs and they will also not wish to feel that they are paying too much for certain products or services.</p> <p><b>L3</b></p>		<p><b>Customers:</b></p> <ul style="list-style-type: none"> <li>• Gives more choice when booking</li> <li>• Opportunities to negotiate for a better deal that has been offered</li> <li>• May suit couples, larger groups depending on the offers given</li> <li>• Will suit different budgets and therefore give greater opportunity to book with the hotel</li> <li>• May offer good deals at off-peak/ shoulder times which allows for extra breaks</li> </ul>	<p>understanding of the question 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><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some possible ways in which a variety of tariffs benefits Storrs Lodges and/or its customers. There is little or no attempt to evaluate. 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><b>0 marks</b>  No response worthy of credit.</p>

Question		Exemplar response	Marks	Guidance	
				Indicative content	Levels of response
1c		Economic changes can have an enormous effect on the operation of the business environment for ELHR&V as tax increases may mean the company has a greater expenditure budget and this may reduce the amount of monies available for marketing, promotions and development work. This may result in a catch 22 where there is a need to promote an organisation however there is little spare expenditure. This ultimately means that unless profile can be sustained there will almost certainly be a reduction in activities which may result in a company losing market share and profit. This has wider implications resulting in the possibility of the company down-sizing and people losing jobs. As the Lake District is a very rural area, there is also the problem of poor wi-fi connections and this can affect booking possibilities and customer satisfaction, this is arguably more detrimental for a successful business environment. <b>L3</b>	12	<p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Distribution of wealth – linked to the multiplier effect (works both positively and negatively).</li> <li>• Recession, people not having disposable income to travel to the Lakes and stay in 4* hotels. Less frequent visitors, corporate loss and overall loss of identity.</li> <li>• Rising fuel costs</li> <li>• Fluctuating exchange rates – overseas customers, increase in 'staycations'</li> </ul> <p><b>Technological</b></p> <ul style="list-style-type: none"> <li>• New systems to keep up to date with – internet, social media – wider advertising possibilities,</li> <li>• WIFI</li> <li>• More efficient booking/computer systems</li> <li>• Web cam</li> <li>• Cheaper promotional materials (online)</li> </ul>	<p><b>Level 3: [9-12 marks]</b></p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of economic and technological influences on ELHR&amp;V. Candidate effectively evaluates both economic and technological methods. 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. 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.</i></p> <p><b>Level 2: [5-8 marks]</b></p> <p>Candidate describes a number of possible ways in which economic and technological influences impact on ELHR&amp;V. May include explanations of a number of possible ways which may include weak evaluation for economic or technological aspects.. 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><i>No list – must at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.</i></p>

Question			Exemplar response	Marks	Guidance	
					Indicative content	Levels of response
					<p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes some possible ways in which economic or technological influences impact on ELHR&amp;V. 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>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p><b>0 marks</b> No response worthy of credit.</p> <p><i>NOTE – If (for example) Level 3 is achieved for economic factors, and Level 2 for technological factors, or vice versa, the higher mark band can be accessed. Similarly for L2/L1 mismatches in the quality of response.</i></p>	

Question		Answer/Indicative content	Mark	Guidance
2a		<p>ELHR&amp;V can make their marketing objectives:</p> <ul style="list-style-type: none"> <li>• Specific - Be precise about what you are going to achieve, e.g. an increase in bookings from 2013 to 2014.(1)</li> <li>• Measurable - Quantify your objectives, e.g. setting a target growth in bookings.(1)</li> <li>• Achievable - Are you attempting too much? E.g. an objective of 100% increase in bookings may not be achievable in one year (1)</li> <li>• Realistic - Do you have the resources to make the objective happen (men, money, machines, materials, minutes) e.g. can you achieve an increase in bookings without an increased marketing budget? (1)</li> <li>• Timed - State when you will achieve the objective (within a month? By February 2015?) (1)</li> </ul>	1*2	One mark for up to 2 responses. For a mark must have some attempt to describe the term.
2b		<ul style="list-style-type: none"> <li>• Mystery shopper</li> <li>• Face-Face surveys</li> <li>• Telephone surveys</li> <li>• Observation</li> <li>• Focus groups</li> </ul>	1*2	One mark for up to 2 responses

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2c		<p>Advantages for ELHR&amp;V are that they will know who their customers are. Information for specific seasonal breaks can be accurately targeted using ACORN data and this will result in a return in business and conversion into profit and success for the company. Naturally, there are many possible fluctuations and instabilities in this unpredictable market. Trends and fashions may alter the dynamics of the segments and result in poorly targeted campaigns resulting in English Lakes Hotels losing valuable business. Good segmentation will allow the hotel to establish and retain a strong market position. However shifts in population may cause segments to be inaccessible at specific times. Ultimately segmentation should be seen as only one marketing tool and should be considered in conjunction within the full marketing objectives for that company <b>L3</b></p>	12	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>• Segmentation ensures marketing aimed at correct people</li> <li>• Allows English Lakes Hotels to target specific groups such as midweek breaks, weddings, weekend breaks</li> <li>• Allows good use of marketing resources</li> <li>• Gives the hotel group a chance to establish and retain market position in a dynamic and competitive market in the Lake District.</li> <li>• Customer focused</li> <li>• Segmentation vital in order that products and services offered by the English lakes Hotels are effective and not wasted on customers who are not interested in their products or services.</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• Small shift in population can affect results</li> <li>• Consumer tastes susceptible to trends and fashion changes</li> <li>• Costs – segments may not be large enough for the whole hotel group to make it profitable</li> <li>• Segments may not be</li> </ul>	<p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed information on the advantages and disadvantages of market segmentation. Candidate effectively discusses a range of possible 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><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><b>Level 2: [5-8 marks]</b> Candidate describes a number of advantages and disadvantages of market segmentation. Candidate will show an understanding of the question and include explanations of a number of possible advantages</p>

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					Content	Levels of response
					<p>accessible at this time</p> <ul style="list-style-type: none"> <li>• May be instability between segments and therefore wastage of time, effort, resources and funds.</li> </ul>	<p>and disadvantages with limited evaluation. 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....) – 7/8 marks.</i></p> <p><b>Level 1: [1-4 marks]</b>  Candidate identifies/describes some advantages and disadvantages of market segmentation. The response 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- 4 marks.</i></p> <p><b>0 marks</b>  No response worthy of credit.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2d		<p>The Data Protection Act applies to organisations where both written and electronic data is collated (1). Information on customers, guests, etc must be kept private and confidential (1). The data must only be kept no longer than for the purpose it was collected. Contravening the law is very serious and ELHR&amp;V may be prosecuted should they sell on the names and addresses they have acquired to a third party (1).</p> <p>The Trade Descriptions Act is a law that prevents companies from misleading customers (1) Hotel descriptions in brochures, websites or leaflets must be accurate (1) If there are any discrepancies then the company must be informed and must print an amendment, if the hotel does not amend their details they will be in breach of the act (1).</p> <p>The Consumer Protection Act aims to protect customers against misleading prices on goods. (1) This would be important for a hotel group such as ELHR&amp;V as the price printed in the brochures must be accurate (1). The Act applies to all goods and services and gives the customer rights such as the right to be heard and to be assured that their interests will be received at appropriate forums. (1)</p>	9 marks	<p>Indicative content to cover any of the following laws:</p> <ul style="list-style-type: none"> <li>• Data Protection Act</li> <li>• Trade Descriptions Act</li> <li>• EU Directive</li> <li>• Consumer Protection Act</li> <li>• Equality Act</li> </ul>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional two marks for each of three descriptions. (1 + 2) x 3 marks.</p>

Question	Answer/Indicative content	Mark	Guidance
3a	<ul style="list-style-type: none"> <li>• Development</li> <li>• Introduction</li> <li>• Growth</li> <li>• Maturity</li> <li>• Decline</li> <li>• Rejuvenation</li> </ul> <p><b>Points to consider:</b></p> <ul style="list-style-type: none"> <li>• Company originates from 1952</li> <li>• Has acquired up to 6 hotels in total and lodges at Storrs Hall</li> <li>• Won Hotel of the Year 2009</li> <li>• Green Award for sustainable tourism</li> <li>• Forward thinking and still growing</li> <li>• Low Wood re-branded and profile of hotel was raised dramatically.</li> </ul> <p><b><u>Exemplar response:</u></b>            ELH began life in 1952; it is therefore not a new company and as it is still in existence today, it must be said to be in <i>growth/rejuvenation</i> stage (1). This is because it is still expanding and developing (1). It has recently acquired further properties such as Storrs Hall (1) and has gone through a complete rebranding exercise which attempts to give all the hotels a higher profile (1).</p>	4	<p>One mark for placement with a further mark for explanation. Further two marks for justification.</p> <p>Candidate can gain marks for explaining any suggested stage (will accept <b>growth, maturity, rejuvenation</b>) as long as they are fully explained.</p>

Question		Exemplar response	Marks	Guidance	
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3b		<p>Winning an award may bring success as a result of increased reputation and recognition by the public. However some awards are meaningless to the public and will need to be explained. A letterhead covered with logos of awards may confuse the customer and the positive message may be lost. Ultimately award schemes must be carefully considered. Does the organisation have the time, effort and resources to spend on entering such schemes? Naturally, the award for Large Hotel of the Year sounds prestigious and will only be seen in a positive light, and may convince customers to book but the service and experience of the hotel must be fulfilled in line with the awards; otherwise the reputation of the hotel will be tarnished. In conclusion, an assessment of the real recognition of such schemes should be considered before embarking on using precious marketing funds</p> <p><b>L3</b></p>	9	<ul style="list-style-type: none"> <li>• Awards</li> <li>• Large hotel of the year</li> <li>• Logo design award at Hotel marketing awards</li> <li>• Green Tourism Business awards</li> <li>• Awards lead to success:</li> <li>• Enhanced reputation</li> <li>• Recognition by public</li> <li>• Advertising expanded as mention of awards on all print and internet</li> <li>• Promotion using logos on letterheads, etc.</li> <li>• Press releases to local, national organisations with positive message</li> <li>• Increases popular/good news image</li> <li>• Gives consumer confidence</li> <li>• Motivate employees</li> <li>• May lead to greater spread of promotion and message thus an increase in business, profit to sustain the business.</li> <li>• May be costly and seen as a publicity stunt only</li> <li>• Time consuming for staff and not taken seriously.</li> </ul>	<p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications of winning awards. Candidate effectively discusses 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> <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> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of possible reasons how winning awards would be likely to affect the success of the hotel group. Candidate will show an understanding of the question and include explanations of a number the possible ways which may be evaluated with some success. The discussion in the most part is accurate and relevant.</p>

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						<p>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><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some possible ways how the winning of awards might lead to success. There is little or no attempt to evaluate. 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><b>0 marks</b>  No response or no response worthy of credit.</p>

Question		Exemplar response	Marks	Guidance	
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3c		<p>Direct marketing will save time, money and resources by using tested methods of direct marketing such as media response placed in specific journals and magazines. These can be traceable and monitored to assess success of placement of advertisements. Messages go direct to customers through mobile messaging, email, online display advertisements. Ultimately these can result in positive return on investments and has potential to convert into business returns. However, not all direct marketing methods will succeed. Careful assessment of these forms should be considered as many people find leaflets; flyers inserted in newspapers or through the letterbox extremely annoying and will simply dispose of them without reading. Organisations must carefully consider the use of this form of marketing as there are other forms of marketing that may be better considered in the sense of time, money, staff resources, etc. and those that may create a better return such as the possible use of pricing strategies and joint marketing. In conclusion carefully targeted direct marketing can have a traceable and good conversion rate, for an organisation such as English Lakes however careful monitoring must be used otherwise marketing budgets will be wasted on poor conversion rates.</p> <p><b>L3</b></p>	12	<ul style="list-style-type: none"> <li>Direct marketing includes: Mailing list – telemarketing, door to door, media direct response.</li> </ul> <p>Benefits:</p> <ul style="list-style-type: none"> <li>Can target previous users</li> <li>Persuades customers to buy products</li> <li>Can monitor responses and react accordingly</li> <li>Saves time and wastage on resources with clearly targeted work</li> <li>Saves money</li> <li>Measurable</li> <li>Track-able</li> <li>Positive return on investment</li> <li>Potential to convert</li> </ul> <p>Drawbacks:</p> <ul style="list-style-type: none"> <li>Customers find direct marketing annoying – people tend to ignore some forms of direct marketing</li> <li>May not convert into direct business</li> <li>Waste of money</li> <li>Waste of resources</li> <li>Waste of staff time</li> <li>May be difficult to track if customers do not provide correct codes and links.</li> </ul>	<p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits of direct marketing. Candidate effectively discusses 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> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides - 9 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 10, 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p> <p><b>Level 2: [5-8 marks]</b> Candidate describes a number of benefits of direct marketing. Candidate will show an understanding of the question and include explanations of a number the possible ways 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</p>

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						<p>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...) – 7/8 marks.</i></p> <p><b>Level 1: [1-4 marks]</b>  Candidate identifies/describes some benefits of direct marketing. There is little or no attempt to evaluate. 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 – 3/4 marks.</i></p> <p><b>0 marks</b>  No response or no response worthy of credit.</p>

Question	Answer/Indicative content	Mark	Guidance
4a	<ul style="list-style-type: none"> <li>Marketing team saves organisation money (1) by doing all work in-house and not having to out-source to an expensive marketing company (1)</li> <li>Dedicated team of knowledgeable staff (1) who understand the company and ethos thoroughly making it a strong and viable option (1)</li> <li>Build-up of staff expertise (1) with local knowledge and committed understanding of the organisation that can be effectively put to use and shared with other staff members through training. (1)</li> </ul>	2*2	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.

Question	Exemplar response	Marks	Guidance	
			Indicative content	Levels of response
4b	<p>The repositioning of the hotel group through re-branding may give them a competitor advantage – this occurred with Virgin Media. They still use the same staff and resources, but clever re-branding creates the impact of ‘new’ and ‘unique’ which can be utilised on all company literature and then transfers into successful income generation. This often gives an organisation a new lease of life, however it comes at a cost. Branding and re-branding exercises are not cheap especially if a highly rated marketing company are involved. Re-branding can fail and time and effort and resources could be costly. In concluding rebranding is an exercise that should only be</p>	9	<ul style="list-style-type: none"> <li>Benefits of re-branding include:</li> <li>Creating new image</li> <li>Enforce strength of brand message</li> <li>Breathe new life into hotel product and services and put into: <ul style="list-style-type: none"> <li>company literature</li> <li>advertising</li> <li>public relations</li> <li>sales process</li> <li>packaging</li> <li>pricing</li> <li>positioning</li> <li>strapline</li> </ul> </li> </ul>	<p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications of re-branding. Candidate effectively discusses 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> <p><i>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.</i></p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of benefits of re-branding. Candidate will show an understanding of the question and include explanations of a number the possible ways</p>

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			undertaken particularly when it is clear that profits, and brand positioning are suffering. There must be a justification to spend a great deal of time and money in order to reap the necessary benefits. Re-printing of literature, signage, altering of websites etc is time consuming and must be done only when funds support this. Therefore it can be a questionable strategy and one that if it is not considered fully may lead to a large marketing budget failure, resulting in a company's decline. <b>L3</b>			<p>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 – 4 marks.</i>  <i>Explanation/analysis –5 marks.</i>  <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some benefits of re-branding. 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><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><b>0 marks</b>  No response or no response worthy of credit.</p>
4c	*	Q W C	Social network sites are used by large numbers of people following trends and information instantly. The hotel group can give instant messages, pictures and booking methods in a small space. This could lead to a large take-up of hotel bookings. However, some customers may still not trust these	12	Advantages of social network sites as sources of information include: <ul style="list-style-type: none"> <li>• facebook, twitter, linkedin, bebo, etc</li> <li>• most people have access to computers, ipods,</li> </ul>	<b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications of using social networking sites as sources of information. Candidate effectively discusses a range of possible advantages/disadvantages to both ELHR&V and its customers. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles

Question	Exemplar response	Marks	Guidance	
			Indicative content	Levels of response
	<p>networks as they are liable to viruses and hackers. It may also be the case that the Hotel group may miss some of their target market as not everyone uses or indeed understands social network sites. A large proportion of the population may be missed such as the elderly. The Hotel group's demographics would need to be clearly assessed in order that social networking is used to best effect. Ultimately, social networking should be used as another source of marketing but not used solely as the variety of marketing techniques will need to be employed to cover all demographics for a hotel such as this in the English Lake District..</p> <p>.....</p>		<p>ipads, tablets, etc numbers are increasing all of the time.</p> <ul style="list-style-type: none"> <li>Instant messaging can be altered and changed quickly to give up to the minute information accurately</li> <li>Don't need expensive paperwork/brochures etc to get message to customers</li> <li>Promotion on sites can lead to the booking pages instantly.</li> <li>Can get a large amount of information over in a small space</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>Viruses</li> <li>Penetration not in all of the required demographics</li> <li>Read negative reviews that will impact on bookings</li> </ul>	<p>using specialist vocabulary.</p> <p><i>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 10 marks. An evaluation/judgement without overall conclusion/prioritisation - 11 marks. With overall supporting conclusion -12 marks.</i></p> <p><i>QWC - 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><b>Level 2: [5-8 marks]</b> Candidate describes benefits of social networking sites. Candidate will show an understanding of the question and include explanations of a number of possible advantages/disadvantages. 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'. Description only – 5 marks. Explanation/analysis –6 marks. Evaluative comment (because...means that....) – 7/8 marks.</i></p> <p><i>QWC - Candidate has a limited ability to organise</i></p>

Question			Exemplar response	Marks	Guidance	
					Indicative content	Levels of response
					<ul style="list-style-type: none"> <li>• Costs of updating</li> <li>• Need to train or possible need to outsource staff for computer skills and maintenance.</li> <li>• Need to stay updated otherwise negative perception given to customers</li> </ul>	<p><i>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><b>Level 1: [1-4 marks]</b> Candidate identifies/describes some benefits of social networking sites for the hotel group and/or its customers. 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. 2 identifications plus one description – 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p><i>QWC - 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><b>0 marks</b> No response or no response worthy of credit.</p>

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