

GCE

Travel and Tourism

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

Advanced GCE

Mark Scheme for June 2016

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

Annotation	Meaning of annotation
	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		Answer	Mark	Guidance
1	a	<p>Accessible form of information [1] can be used on variety of mobile devices at any time of the night or day [1]</p> <p>Free planner magazine and map provided [1] updated every month [1]</p> <p>Saves time and effort [1] no need to go into TICs or get paper versions [1]</p>	4	<p>Compulsory annotation: tick/cross</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus one additional mark for each of two explanations.</p> <p>2x2</p>

Question		Answer	Mark	Guidance
1	b	<p>The 1998 Data Protection Act was passed by Parliament to control the way information is handled [1] and to give legal rights to people who have information stored about them.[1]</p> <p>With more and more organisations using computers to store and process personal information there is a danger the information could be misused [1] or get into the wrong hands e.g., for criminal purposes or to competitors [1] The DPA therefore reduces the risk of these dangers by ensuring organisations consider who could access this information and preventing loss[1] To consider how accurate the information is and if it is still up to date and if not required should be destroyed [1] To consider whether or not the information could be easily copied [1] To check that the stored information about a person has the individual's knowledge/ permission, if not it should not be kept. [1] To consider whether or not changes have been made to information with consent of the individual [1].</p>	6	<p>Compulsory annotation: tick/cross</p> <p>One mark for each correct benefit up to a maximum of two benefits, plus one additional mark for each of two explanations.</p> <p>3x2</p> <ul style="list-style-type: none"> • To prevent the misuse of information • To prevent unauthorised access to information. • To give consumers peace of mind • To give consumers legal rights

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	c	<p>Exemplar response:</p> <p>Sponsorship offers the possibility of achieving several goals at once. It allows an organization to enhance its image by shaping consumer attitudes. Sponsoring events that appeal to an organisation's specific target market means they are likely to shape buying attitudes and help generate a positive reaction. It will also generate a positive influence for their products in the minds of their consumers and as such regularly support events they feel can influence consumer opinions. It may also drive sales. Very often sponsorship allows an organisation to reach customers that ordinarily it cannot reach. In addition, the kind of media coverage a sponsor may get is often unaffordable if the company were to think of purchasing it, and if it were available. To maximize this objective, it is important for the sponsoring company to have a comprehensive media campaign to augment the regular media coverage promoted by the organizers. Sponsorship can often generate media coverage that might otherwise not have been available L3</p>	9	<p>Indicative content</p> <ul style="list-style-type: none"> • Staying competitive • Keeping up to date • Increase coverage or penetration of message <p>Sponsorship offers the possibility of</p> <ul style="list-style-type: none"> • Achieving several goals at once. • Enhancing Image/Shaping Consumer Attitudes. • Sponsoring events that appeal to their market is likely to shape buying attitudes and help generate a positive reaction. Generates a positive influence for their products in the minds of their consumers and as such regularly support events they feel can influence consumer opinions. • Driving Sales <p>Sponsorship geared to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes.</p> <ul style="list-style-type: none"> • Creating positive publicity/heightening visibility <p>Every sponsor is seeking wide exposure in both electronic and print media. Positive publicity</p>	<p>Level 3: [7-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of sponsorship. Candidate effectively discusses a range of possible reasons. 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></p> <p><i>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks]</p> <p>Candidate describes a number of reasons for the importance of sponsorship. Candidate will show an understanding of the question and include explanations of a number the possible reasons which may be assessed with some success. The discussion in the most part is accurate and relevant.</p>

Question			Answer	Marks	Guidance	
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					<p>helps create heightened visibility of products/services. Various media covering the event may include sponsors names and/or photos. In addition, the kind of media coverage a sponsor may get is often unaffordable if the company were to think of purchasing it, and if it were available. To maximize this objective, it is important for the sponsoring company to have a comprehensive media campaign to augment the regular media coverage promoted by the organizers. Sponsorship can often generate media coverage that might otherwise not have been available.</p> <p>Differentiating from competitors – giving edge and also allowing extended coverage of message.</p> <p>Enhancing business and consumer relations. Builds contacts.</p>	<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>Level 1: [1-3 marks] Candidate identifies/describes some reasons for the importance of sponsorship. 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>0 marks No response or no response worthy of credit.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	d	<p>Exemplar response:</p> <p>Working with other national bodies brings cohesive, shared objectives and vision, increasing the likelihood of successful delivery of any marketing strategy. It also offers co-ordination of development and marketing budgets and activities that aids improved communication and understanding, and mutual respect between e.g., local authority and industry. There is improved resource efficiency. The co-ordinated market intelligence is likely to increase power and influence, creating a great market share and profit base. Objectives can be sustained. Costs may be reduced due to this co-ordinated approach. It is most likely that the collective voice will gain a greater support for initiatives and therefore more engagement with the industry.</p> <p>L2</p>	6	<p>Indicative content</p> <p>Partnership working saves time, effort.</p> <ul style="list-style-type: none"> • cohesive, shared objectives and vision, increasing the likelihood of successful delivery • co-ordination of development and marketing budgets and activities • improved communication and understanding, and mutual respect between local authority and industry • improved resource efficiency • non-duplication of activities • co-ordinated market intelligence, research and development activities • a collective "voice" for the industry, increasing power and influence • engagement of industry and the community to deliver sustainable tourism objectives • co-ordinated, targeted and cost-effective marketing/promotion. <ul style="list-style-type: none"> • Good for networking and making links with other organisations of similar interests • Spread of message will reach a larger target audience • Spreads costs 	<p>Level 2 [4-6 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of working with other national marketing bodies. Candidate effectively discusses a range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides - 5 marks. An evaluation/judgement without overall conclusion/prioritisation - 6 marks. With overall supporting</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies/describes some reasons for the importance of working with other 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>

Question			Answer	Marks	Guidance	
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						List – maximum 1 mark. 2 identifications plus one description – 2 marks, 2 descriptions 3 marks. 0 marks No response or no response worthy of credit.

Question		Answer	Mark	Guidance
2	a	Brand positioning describes how a brand is different from its competitors [1] and where, or how, it sits in a particular market. [1] These differences might be real ones, but not have any motivating qualities about them. [1] They would still, however, give a brand a 'positioning' in a market. For example, a festival might have the positioning of being a 'rock festival', but this might not be very motivating to the consumer particularly if they do not like rock music. [1]	4 3+1	Compulsory annotation tick/cross Answers must reflect the content of the question.

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	b	<p>Exemplar response</p> <p>Possible benefits to customers would be a great convenience and time saving. It would allow customers to locate all the information they require in one area. They would be able to compare and contrast the products available in London without having to shop around and look at many different locations. This only serves to support the usage of London products and make life much simpler. The likelihood is that customers would enjoy searching for relevant products and not get annoyed by having to locate many different sites. However, this listing may not supply a full account of all products available supplying only a selection and therefore could limit the information customers have to choose from. L3</p>	9	<ul style="list-style-type: none"> • One stop shop to see listing • Can compare and contrast the information on file • See opening times/prices easily without having to ring around therefore would be convenient, time saving for the customer • More likely to use information if all stored and accessible from one place • Easy to remember, rather than having many different data sites to search through. 	<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of a database. Candidate effectively discusses a range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><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>Level 2: [4-6 marks] Candidate describes a number of reasons for the importance of database. Candidate will show an understanding of the question and include explanations of a number the possible benefits which may be assessed with some success. The discussion in the most part is accurate and relevant. The answer</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>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>Level 1: [1-3 marks] Candidate identifies/describes some reasons for the importance of database. 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>0 marks No response or no response worthy of credit.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	c	<p>Exemplar response</p> <p>It would seem that there are many advantages to Wembley Tours of review sites. Trip Advisor has a massive following and is very influential site with many customers visiting it before they book or visit anywhere. It can encourage other visitors with its easy rating listing. However, there is no actual control over who is writing what about an organisation and without this mechanism of control may be open to malicious or sinister comments that may be posted by competitors or simply people with a grudge. Unfortunately, there is no way of knowing and ultimately the decision rests with the customer who may act on misinformation. L3</p>	12	<p>Indicative content</p> <p>Advantages</p> <p>Massive Internet coverage, Will be seen and read by millions of people both on domestic and international scale Very influential Very often first place customers look to assess a destination or attraction. Can provide positive, information that encourages others to visit. Has a rating to show clearly the judgements of visitors. Well established site used by many</p> <p>Disadvantages Has no control over who writes what on it Customers can upload their own photographs, this may be seen as negative as will not always have marketing promotion view. May offer only negative feedback Can be inaccurate and malicious Can be untrustworthy and therefore lead to loss of sales and therefore profits Competitors can read and use the information accordingly</p>	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications of Trip Advisor. Candidate effectively assesses 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>Level 2: [5-8 marks] Candidate describes Trip Advisor. Candidate will show an understanding of the question and include explanations of a number the possible advantages/disadvantages which may be assessed with some success. The discussion in the most part is accurate and relevant.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<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 – 5 marks.</i> <i>Explanation/analysis – 6 marks.</i> <i>Evaluative comment (because...means that...) – 7 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some aspect of Trip Advisor. 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 – 3 marks.</i> <i>3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question		Answer	Mark	Guidance
3	a	A Public Relations (PR) strategy is a tactic that is used to enhance the brand of a company or product.[1] PR is an important aspect in business growth and brand awareness. [1] The strategies used may include using appropriate media avenues,[1] developing interesting story angles, persistence and constant contact with customers through the press. [1]	4 2x2	Compulsory annotation tick/cross

Question		Answer	Mark	Guidance
3	b	<p>By the take up of actual sales year on year [1] success would show if numbers were increasing [1] would need to be monitored to assess the sustainability [1]</p> <p>Focus groups could be conducted [1] groups of customers could be asked their opinion [1] and London pass would be able to gain interesting and valuable qualitative information.[1]</p> <p>Personal interviews [1] are a way to get in-depth and comprehensive information. [1] They involve one person interviewing another person for personal or detailed information. [1]</p>	6 2x3	<p>Compulsory annotation tick/cross</p> <p>Also accept secondary research with explanation</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
3	c	<p>Exemplar response:</p> <p>For London attractions this is a very strong marketing tool. It helps to advertise their organisation and could convert into good sales and profits. It is an already established marketing promotional tool and the offers and deals provided for customers can help to spread their message further. The coverage is already excellent as the pass is used by more than 2 million visitors. With greater advertising there will be the potential to expand this number. It is also linked to a 160 page guide book that all customers receive. Although with so many attractions involved with the pass it could dilute individual attractions as it creates greater competition between all of the 60 attractions. L3</p>	9	<p>Indicative content</p> <ul style="list-style-type: none"> • The London Pass is a sightseeing city card used by more than 2 million visitors, helping them make the most of their trip. • Linked to 160 page guide book. • With massive take-up should convert to greater profit sales • Strong marketing tool – can be used for promotional advertising and selling messages. • Attractions are able to do joint activities and deals between them. • With all the offers/deals provided for customers should have a big interest and therefore many visitors use it. • Seen as reputable and trusted. Many well-known attractions use it so therefore has credibility and support. 	<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits of the London pass. Candidate effectively discusses the range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><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 - 9marks.</i></p> <p>Level 2: [4-6 marks] Candidate describes some aspects of the London Pass. Candidate will show an 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</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>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>Level 1: [1-3 marks] Candidate identifies/describes the London Pass. 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 – 3marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question		Answer	Marks	Guidance	
				Content	Guidance
3	d	<p>Exemplar response:</p> <p>Competitors will be an important aspect to any pricing policy adopted by a travel and tourism organisation. A business takes into account the price charged by rival organisations, particularly in competitive markets. Competitive pricing occurs when a firm decides its own price based on that charged by rivals. Setting a price above that charged by the market leader can only work if your product has better features and appearance. This could be perfect particularly if a company is confident in its product and service and knows that they can deliver the best. However, a business can make a profit only if the price charged eventually covers the costs of making an item. One way to try to ensure a profit is to use cost plus pricing. For example, adding a 50% mark up to a sandwich that costs £2 to make means setting the price at £3. The drawback of cost plus pricing is that it may not be competitive.</p> <p>There are times when businesses are willing to set price below unit cost. They use this loss leader strategy to gain sales and market share. In conclusion London attractions will need to account for competitors and costings alike. It is important that they consider other marketing issues such as those of the 4 P's. L3</p>	6	<p>Indicative content</p> <ul style="list-style-type: none"> • Competitive pricing occurs when a firm decides its own price based on that charged by rivals. Setting a price above that charged by the market leader can only work if your product has better features and appearance. • Costs. A business can make a profit only if the price charged eventually covers the costs of making an item. One way to try to ensure a profit is to use cost plus pricing. For example, adding a 50% mark up to a sandwich that costs £2 to make means setting the price at £3. The drawback of cost plus pricing is that it may not be competitive. <p>Accept other pricing policies such as variable pricing; odd pricing and market penetration.</p>	<p>Award one mark for naming of the pricing policy.</p> <p>2 marks for 2 explanations</p> <p>Final marks for justification</p>

Question		Answer	Mark	Guidance
4	a	<p>By using the AIDA principle which stands for Attention, Interest, Desire and Action [1] The advertisement can be seen to have a striking picture that immediately creates attention due to the colours and picture [1]</p> <p>The words are clever as they play on Virgin's other company of the airline [1] this creates an image of flying and excitement this will probably lead to converting into actual sales [1]</p>	<p>4 2x2</p>	<p>Compulsory annotation tick/cross</p> <p>One mark for each correct reason up to a maximum of two, plus an additional mark for each of two explanations.</p> <ul style="list-style-type: none"> • Candidate may discuss all of AIDA or just two in depth.

Question		Answer	Marks	Guidance	
				Content	Levels of response
4	b	<p>Exemplar response:</p> <p>Virgin will benefit greatly by using mass media coverage as it will be seen by a large audience and by different age ranges.</p> <p>Some have reasonable costs but this obviously depends on the media method. It will spread messages and spread marketing costs too. Uses such as press, digital, static outdoor, radio, online and social media will be useful as they cover every aspect of marketing, and this increases exposure. At the same time it has the capacity to give competitor advantage and most likely will strengthen customer loyalty which will lead to business generation.</p> <p>L3</p>	9	<p>Indicative content</p> <ul style="list-style-type: none"> • Mass coverage to a large audience • Seen by different age ranges • Some have reasonable costs • Spread of message as it Includes press, digital, static outdoor, radio, online and social media • Increases exposure • Gives competitor advantage • Strengthens customer loyalty • Lead to business generation • Increased web traffic and usage 	<p>Level 3: [6-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the implications a variety of marketing media. Candidate effectively assesses 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></p> <p><i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i></p> <p><i>With overall supporting conclusion – 9 marks.</i></p> <p>Level 2: [4-6 marks]</p> <p>Candidate describes benefits of variety of media. Candidate will show an understanding of the question and include explanations of a number the possible advantages/disadvantages which may be assessed with some success. The discussion in the most</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>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....) – 7 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some benefits of using a variety of media. 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>0 marks No response or no response worthy of credit.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
4	c* QWC Question	<p>Exemplar response:</p> <p>The advantages of market segmentation are that a company can market their products to a certain type or group of customer and the company can better fulfil the marketing plan objectives.</p> <p>Market segmentation is useful when you have limited resources to deploy, so you need to make sure you're tapping the correct line to be able to hit your targets on schedule. It is a more efficient use of marketing resources as there is less waste. It also provides a competitive advantage which can be gained in the tourism industry. It can be beneficial for small firms as uses less resources. The products can be modified to be exactly what the consumer wants. In fact it helps the marketing mix by making it more targeted. It can help with market research, improving satisfaction of the customer, forecasting and identifying competition opportunities.</p> <p>However, there are disadvantages too. The cost is higher to market to a small group, it takes time to target that group, and mistakes can be made targeting a smaller group of customers. There are also costs in actually finding out who to target. - Increased costs to develop variations</p>	12	<p>Indicative content</p> <p>Advantages</p> <p>The advantages of market segmentation are that a company can market their products to a certain type or group of customer and the company can better fulfil the marketing plan objectives</p> <p>Market segmentation is useful when you have limited resources to deploy, so you need to make sure you're tapping the correct line to be able to hit your targets on schedule.</p> <ul style="list-style-type: none"> - More efficient use is made of marketing resources - less waste. - A competitive advantage can be gained in a particular part of a market. - It's beneficial for small firms as uses less resources. - Products can be modified to be exactly what the consumer wants. - Marketing mix can be more targeted. - Guides marketing research - Improves satisfaction - Improves forecasting - Identifies competition and opportunities. <p>Disadvantages</p> <p>The cost is higher to market to a small group, it takes time to target that group, and mistakes can be made targeting a smaller group of customers.</p>	<p>Level 3: [9-12 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages of using market segmentation. Candidate effectively assesses 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. 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><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point/both sides – 9 10 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i></p> <p><i>With overall supporting conclusion - 12 marks.</i></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>of the product.. and higher advertising and other costs. There may also be a consumer backlash which could limit the success and popularity generally. It would appear that market segmentation correctly conducted would lead to more advantages than not disadvantages. However, the success is governed by the size of the organisation and its market share. Costings must also play an effect. L3</p>		<p>Costs in actually finding out who to target</p> <ul style="list-style-type: none"> - Increased costs to develop variations of the product. - Higher advertising and other costs. - Increases marketing costs - Consumer backlash – limits the success - Limits general popularity 	<p>Level 2: [5-8 marks] Candidate describes advantages and disadvantages of market segmentation. Candidate will show an understanding of the question and include explanations of a number the possible ways 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 – 5 marks.</i> <i>Explanation/analysis – 6 marks.</i> <i>Evaluative comment (because...means that....) – 7 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some advantages and disadvantages of market segmentation. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. The discussion is in the most part accurate, if not a little underdeveloped.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
					<p><i>List – maximum 1 mark.</i></p> <p><i>2 identifications plus one description – 3 marks.</i></p> <p><i>3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

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