

GCE

Travel and Tourism

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

Advanced GCE

Mark Scheme for June 2018

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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
	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
	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			Indicative content: Any 3 from: <ul style="list-style-type: none"> • Sensimar • Sensatori • Robinson Clubs, • Nordic Blue Concept • First Choice Holiday Villages 	3	Award one mark for each correct identification up to a maximum of three identifications.
1b			Indicative content/Exemplar responses: <ul style="list-style-type: none"> • Capture complete market (1), know customers and offer better integrated products to suit demand (1) • Vertical integration (1) gives better, more cohesive marketing opportunities (1) • May give more profit (1), easier to sell direct to a variety of customers (1) 	(2*2) 4	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			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
1c			<p>Exemplar response:</p> <p>One of the ways in which TUI assesses the needs and wants of its customers is by an annual brand positioning survey which is conducted to measure customer service and satisfaction. This will give accurate and up-to-date information that is directly relevant to the organisation; however, such surveys are often flawed due to the nature of gathering data as respondents may well not give accurate responses and they may lie or not complete information completely. (L1) This in itself causes problems for any analysis of results and authenticity of data. A cheaper and possibly more accurate assessment might be conducted through customer focus groups. This is where a selected group of customers are asked to comment on the company's products and services. This can convey a clear and unequivocal picture. (L2) However, the size and composition of the focus group will obviously present findings only from such sub-groups and may not be representative of the population as a whole. However, it will give a certain amount of information and often such groups will discuss very freely, enabling a company to have a full insight to any grievances. In conclusion the most significant form appears to be focus groups as clearly the needs and wants of customers can accurately be recorded as opinions are often expressed without intimidation and will give accurate</p>	12	<p>Indicative content:</p> <p>Needs and wants evaluated by listening through four main channels</p> <ul style="list-style-type: none"> • listening to frontline colleagues • customer focus groups • customer feedback questionnaires • mystery shopping <p>In addition to this the Group Marketing Department conducts an annual brand positioning survey – measures customer service satisfaction and also calculates the Net Promoter Score (NPS) which indicates a willingness to recommend a brand to a friend.</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 importance of the methods used by TUI to assess the needs and wants of customers. Candidate effectively evaluates the methods.</p> <p>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 - 9 or 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> <p>Level 2: [5-8 marks]</p> <p>Candidate describes a number of possible ways in which the needs and wants of the customers are assessed. May include explanations of a number of the possible ways which may be evaluated with some success. The evaluation in the most part is accurate and relevant.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
			information to TUI. (L3)			<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 or 7 marks.</i> <i>Evaluative comment (because...means that....) – 8 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which TUI evaluates the needs and wants of its customers. Information may be in the form of a list of ways. There is little or no attempt to discuss.</p> <p>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.</i> <i>2 identifications plus one description – 2 or 3 marks.</i> <i>3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance
1d			Indicative content/Exemplar responses: <ul style="list-style-type: none"> By keeping records only for the period they were collected for (1), must be securely disposed of from either computer data or written evidence (1), prevent unauthorised viewers from accessing once they have been discarded (1) Not to be shared with unauthorised people (1), may not be given away or seen by other companies for their marketing benefit (1), must be locked away (1) To be kept secure (1), if computer records must have secured passwords (1), locked facilities must be used and not a be visible to non-authorised persons (1) Data not to be sold or forwarded (1), other marketing organisations must not be allowed to use the data (1) for their marketing purposes as it must only be used for the purpose for which it was collected (1) 	[1+2*2] 6	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.
2a			Indicative content/Exemplar responses: Introduces a company philosophy (1) covering its values and the attitudes of the organisation (1) PR exercise which provides a clear framework for the development of more specific objectives (1), can state what the business is and where it sees itself going (1) and how it will relate to its environment and how it will relate to other	4 [2*2]	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations Note: One mark for an attempt such as ‘introduce a philosophy’. Two marks for covering fully its purpose such as – introduce philosophy of organisation and its values/attitudes of the organisation which is presented to its customers and competitors alike.

Question			Answer/Indicative content	Mark	Guidance
			<p>organisations. (1)</p> <p>A mission statement is to communicate the central purposes and objectives of the organisation (1). This is to enforce and educate its stakeholders. It is what can be expected by customers and staff alike. (1)</p>		
2b			<p>Indicative content/Exemplar responses:</p> <p>Gives repeat custom (1). This ensures that customers will return and continues to create a good impression (1) and it stops customers from using competitors (1)</p> <p>Ensures a good relationship with customers (1) by giving them offers and discounts as they are loyal customers, such as extra goods, prizes, vouchers, loyalty cards. (1)</p> <p>Creates good prompt payments (1), increases cumulative spend (1), ensures profitability for the future as much as possible. (1)</p>	<p>[1+1*2]</p> <p>4</p>	<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>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
2c			<p>Exemplar response:</p> <p>Attention is drawn by the beautiful picture of a swimming pool. The image is supported with the words .The words are easy to read due to the clear font. The interest is further ensured with a small strap line that enforces the image and makes the destination sound exotic and exciting. (L1) It is a bold statement that is clear in its meaning. The imagery is simplistic giving a sophisticated air. This would arguably appeal to customers with more disposable income and, therefore, suggests that the cost of such holidays is not at the cheaper end of the market. (L2) The photograph is more likely to entice a customer than perhaps the words. The photograph in this instance is one that is synonymous with relaxing, calm holidays that many yearn for and depicts the image of an ideal holiday for couples. Therefore the use of Attention and Interest is secure as the imaginary and content are very able to grasp customers. (L3)</p>	8	<p>Attention:</p> <ul style="list-style-type: none"> font size colour usage in original copy clarity boldness picture use of words <p>Interest:</p> <ul style="list-style-type: none"> photo – pool, swimmers 	<p>Level 3 (6-8) Candidate will show a clear understanding of the question and include detailed identification and explanation of the AIDA. Candidate effectively evaluates the methods.</p> <p>There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 2 (3-5) Candidate describes a number of possible ways AIDA is used. May include explanations of a number of the possible ways which may be evaluated with some success. The evaluation in the most part is accurate and relevant.</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>Level 1 (1-2) Candidate identifies/describes some possible ways in which the advertisement uses the AIDA principle. Information may be in the form of a list of ways. 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>

Question			Answer/Indicative Content	Marks	Content	Guidance
						Levels of response
						0 marks No response worthy of credit.
2d			<p>Exemplar response: The likely impacts of the ‘death’ of the paper brochure to organisations such as TUI will include the greater use and penetration of electronic sources such as tablets, mobile phones, computers and other handheld devices. Brochures are still used by many customers but this is usually in conjunction with other media. (L1) It is, therefore, likely that paper brochures will eventually be superseded by other electronic methods, particularly as brochures are expensive to create, distribute and store. TUI could, therefore, potentially save money by channelling all of its marketing efforts into other avenues; therefore, the use of paper brochures would effectively be out-dated by the growth of electronic methods and organisations such as TUI already have well established electronic marketing. (L2) TUI already offers detailed online information in the form of destination information with accurate pictures, 360 degree views and detailed information. These are often linked to other online sites where customers can assess products and services, such as TripAdvisor. Each organisation will have its own marketing budget linked to its own marketing strategies and profits will be susceptible to many variations. Indeed, many people</p>	9	<ul style="list-style-type: none"> no longer using brochures may prove cheaper by reducing costs of print, postage and distribution increase electronic capability may develop new marketing initiatives to compensate may try and continue using some brochures in one form or another for a portion of the market such as OAPs who may prefer the physical version. 	<p>Level 3 (7-9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the impact of the ‘death of brochures’. Candidate effectively assesses a range of possible impacts.</p> <p>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>Level 2: [4-6 marks] Candidate describes a number of possible reasons why the ‘death of the brochure’ will impact on TUI. Candidate will show an understanding of the question and include explanations of a number of possible impacts with some success. The discussion in the most part is accurate and relevant.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
			enjoy booking holidays by using a variety of forms of media, but the popular electronic methods appear to be more the norm nowadays. (L3)			<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 possible ways in which the ‘death of the brochure’ impacts on TUI. There is little or no attempt to evaluate.</p> <p>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 worthy of credit.</p>

Question	Answer/Indicative content	Mark	Guidance
3a	<p>Indicative content/Exemplar responses:</p> <p>Each product sold must be as described, be of satisfactory quality and fit for purpose, (1) otherwise they are breaking the contract with customer (1)</p> <p>“As described” refers to any advertisement or verbal description made by a travel agency or as given in the brochure. (1)</p> <p>“Satisfactory quality” covers suitability as well as substantial deficiencies and means that products must last a reasonable time but does not give any rights if a fault was obvious or pointed out at the point of sale. (1) “As described” may result in company being taken to court over misleading in selling and provision of goods. (1)</p> <p>“Fit for purpose” covers not only the obvious purpose of a product or service (1) but also any purpose determined at the point of sale as a result of queries by the customer and assurances given by the trader. (1) Therefore, products described in brochures must be accurate and not mislead customers. (1)</p>	<p>[1+1*2] 4</p>	<p>Award one mark for each identification to a maximum of two identifications, plus one further mark for each of two explanations.</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
3b			<p>Exemplar Response:</p> <p>Discounting systems such as ‘children go free’ is a popular way of getting extra customers through the door. Such discounting methods will attract families. On occasion organisations may offer free child meals and accommodation depending on the scale and nature of the products, e.g., Disney promotions during shoulder months. The offer of free child places will not attract couples or singles and the tourism organisation would have to consider other methods to encourage different types of customers to buy. (L1)</p> <p>P&O Ferries offer 2 for 1 for trips for adults travelling with a car. This would certainly attract some customers, although they would potentially be the adult or mature visitor market. However, discounting of products is susceptible to the seasonal nature of the industry and to also to its perishability. (L2)</p> <p>Many offers are based on limited time frames, in order to gain customer business during a ‘low’ period. Therefore, you will see phrases such as book by the end of January. Some sales promotions such as competitions can be linked to other organisations that are compatible, such as a holiday booking and activities whilst in the destination. Ultimately sales promotions might be the most useful will potentially be a combination of techniques in order to cover all segments of the holiday market. (L3)</p>	9	<p>Indicative Content:</p> <ul style="list-style-type: none"> • 2 for 1 (one pays and one goes free) • Competitions • Coupons/discounting with other products • Freebies • Vouchers • Corporate incentives/memberships • New Loyalty incentives <p>Free child places</p> <ul style="list-style-type: none"> • Low or no deposits • Booking before a certain date allows a discounted rate 	<p>Level 3: [7-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of possible sales promotions suitable for TUI. Candidate effectively assesses a range of possible sales promotions.</p> <p>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 or 8 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 possible sales promotions suitable for TUI. Candidate will show an understanding of the question and include explanations of a number of possible promotions, which may be evaluated with some success.</p>

Question			Answer/Indicative content	Mark	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 – 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 possible sales promotions suitable for TUI. Information may be in the form of a list of ways. There is little or no attempt to assess.</p> <p>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 worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
3c	*		<p>Exemplar response:</p> <p>External influences on the marketing environment will include PEST. Elements such as the economic well-being of the country will have an impact on TUI as customers may not be able to afford travel and buy tickets for holidays. TUI may lose profit if it loses customers. It will have to look to new and innovative products to enhance its customer base and sustain its profit levels. (L1) Aspects to consider would be the luxury market and other niche markets where there would be the potential to target customers directly through segmentation in order to maximise profit from wealthy customers. Consumers generally have more leisure time and disposable income. However, social conditions vary throughout the country and many people are employed on short-term contracts. This makes the booking and paying for holidays quite difficult. (L2) Therefore, TUI must consider creating and aiming products correctly at the different market segments. With an ageing population products may need to be adapted over time and may not always be set for the long term. In conclusions, marketing strategies will have to be carefully assessed each year in order that external influences are taken into account. (L3)</p>	12	<p>Using PEST:</p> <p>Political:</p> <p>How stable is the political environment</p> <p>Will government policy influence laws that regulate tax on the business</p> <p>Government position on marketing ethics</p> <p>Economy, generally – government input</p> <p>Continued government cut backs may influence disposable income levels across the board.</p> <p>Political – FCO advice on travel</p> <p>Economic</p> <p>Interest rates</p> <p>Inflation</p> <p>Employment levels</p> <p>Long-term prospects for GDP</p> <p>Currency exchange rates – strength of pound, etc</p> <p>Social</p> <p>Attitudes to visitor attractions, content of events, etc.</p> <p>How much time do consumers have for leisure</p> <p>Seasonality</p> <p>Age and wealth of population – in catchment zone.</p> <p>Any links of population to environment.</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 importance of PEST factors to TUI and discusses a range of influences.</p> <p>There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</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>Identification/description implied/assumed.</p> <p>Explanation/analysis/comparison of more than one point/both sides - 9 or 10 marks.</p> <p>An evaluation/judgement without overall conclusion/prioritisation - 11 marks.</p> <p>With overall supporting conclusion - 12 marks.</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
					Technological Technology allows for products/services other than traditional marketing tools such as brochures to be produced more cheaply. Offer opportunities for better payment systems Telephone, computing, etc. Alter distribution systems, i.e. shift to online booking Offer new methods of communication with customers, banners, interactive, texting, etc. Trip Advisor 'Death of the brochure'!!	Level 2: [5-8 marks] Candidate describes a number of possible ways in which external influences such as PEST are important to TUI. 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 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. <i>QWC - 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> No list – must at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
						<p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which external influences such as PEST are important to TUI. Information may be in the form of a list of ways. There is little or no attempt to discuss.</p> <p>The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</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>0 marks No response worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance
4a			<p>Indicative content/Exemplar responses:</p> <p>A Brand Positioning Survey is useful for supporting the development of the TUI Travel brand portfolio. (1) The focus of the survey is on the biggest brands in each sector and its main competitors. (1)</p> <p>The survey will give a useful measure of customer satisfaction for TUI amongst a cross-section of people who have taken a holiday with a TUI Travel brand within the last two years and also calculates the Net Promoter Score (NPS) for each brand. (1)</p> <p>The NPS score will show respondents' willingness to recommend a brand to a friend or colleagues, which helps TUI to understand the potential for customer loyalty and retention. (1)</p>	(1+1)*2	One mark for each identification to a maximum of two identifications, plus a further one mark for each two exemplifications

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
4b			<p>Exemplar response:</p> <p>A strong brand is always useful in the tourism industry as it makes an organisation stand out from the crowd. The importance of social media today cannot be underestimated. Twitter with its short and snappy messaging is very dependent on mobile usage and smartphones. Brand messaging can be sent quickly and efficiently across the world. The rise of the visual web has made the expansion of many forms of social networking household names such as Twitter and Facebook. (L1) They are not restricted to individual countries as all languages are catered for and, therefore, a global penetration for brand awareness is assured. For example, Twitter can re-tweeted; using 'Likes' and 'fan pages' the messages are included in a variety of forms and easily build up a community of questions that can be answered instantaneously. (L2) This ultimately creates integrity and loyalty thus creating good customer relationships and strong brands. Travel blogs have a similar effect. However, these can be open to mischievous or malicious intent where someone can write an untrue comment and this has the potential to damage a strong brand. In conclusion it appears that social media plays the most significant role in building a strong brand, technology cannot be ignored and the penetration of messages on the vast variety of electronic forms must be embraced to ensure all ages</p>	9	<ul style="list-style-type: none"> • social media connects companies to consumers in great numbers • Facebook allows companies to communicate with nearly a billion people (many of these people log on every day) • Penetration is effective as all languages are covered. This gives global penetration and increases brand awareness • Google has 90 million members • Twitter has more than 200 million registered users • keeps message clear and in public eye • unequivocal message • helps to retain market leadership • gives good market share • possibility to increase profits • increase customer base • strengthen customer base • Twitter-you can re-tweet messages • fan pages • have Likes on Facebook • able to build up a community and have answers and responses to questions given instantaneously – creating loyalty and integrity. • seen as relevant and modern 	<p>Level 3: [7-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of TUI having a strong brand. Candidate effectively evaluates a range of social media.</p> <p>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 reasons for the importance of TUI having a strong brand. 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 evaluation in the most part is accurate and relevant.</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
			and customer types are covered. L3		<ul style="list-style-type: none"> • builds a market for the future • blogs, chat room presence • Trip Advisor 	<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 importance of TUI of having a strong brand. Information may be in the form of a list of ways. There is little or no attempt to evaluate.</p> <p>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 marks.</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 worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
4c			<p>Exemplar response:</p> <p>TUI will gain substantial positive PR recognition. This will be generated into a feel good factor for not only TUI and its employees but also its customers who leave their spare change when travelling home. This may be seen, however, as merely a gimmick when it really only helps a small number of individuals and ultimately relies on the conscience of the traveller. (L1) The reputation of the organisation can be enhanced and may influence a new group of customers.. Marketing opportunities will also be available on the Family Holiday Association website. (L2) However, this can be seen as exploitation of a charity for the use of a large profit-making organisation. Indeed, the extra work and burden placed on TUI staff may cause negative PR effects. In conclusion there are many advantages to a large company such as TUI becoming involved with the voluntary sector, not only through the successful PR factor but also the ethical benefits of assisting those people who are less well off. Good ethical marketing and business must surely give the company competitive advantage and not suffer any disadvantages. (L3)</p>	12	<p>Advantages of working with voluntary sector:</p> <ul style="list-style-type: none"> • positive image • reputation is linked to feel-good message and gives good impression to customers • targets customers who may not otherwise be linked to TUI • gives extra promotion and marketing opportunities. <p>Disadvantages of working with voluntary sector:</p> <ul style="list-style-type: none"> • may be conflicts with aims and objectives • voluntary organisation may depend too much financially on TUI • places additional burden on staff 	<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 TUI working with a voluntary organisation.. Candidate effectively discusses a range of possible ways.</p> <p>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 - 9 or 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> <p>Level 2: [5-8 marks]</p> <p>Candidate describes a number of advantages and disadvantages of TUI working with a voluntary organisation.. Candidate will show an understanding of the question and include explanations of a number the possible ways which may be evaluated with</p>

Question			Answer/Indicative content	Mark	Guidance	
					Content	Levels of response
						<p>some success. The evaluation in the most part is accurate and relevant.</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 – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because...means that...) – 8 marks.</i></p> <p>Level 1: [1-4 marks] Candidate identifies/describes some advantages or disadvantages of TUI working with a voluntary organisation. Information may be in the form of a list of ways. There is little or no attempt to discuss.</p> <p>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.</i> <i>2 identifications plus one description – 2 or 3 marks.</i> <i>3 identifications and unsupported judgement – 4 marks.</i></p> <p>0 marks No response worthy of credit.</p>

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