

**GCE**

**Travel and Tourism**

Unit **G720**: Unit 1 – Introducing Travel and Tourism

Advanced Subsidiary 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
	Correct response- one tick per mark
	Incorrect response
<b>NAQ</b>	Not answered question
<b>L3</b>	Level 3 achieved
<b>L2</b>	Level 2 achieved
<b>L1</b>	Level 1 achieved
<b>BOD</b>	Benefit of doubt [hence mark awarded; no need to put tick]
<b>VG</b>	Vague – so no credit awarded
SEEN	Concern has been expressed that a large number of additional items are being missed by Scoris assessors. Assessors need to annotate additional items. Annotate the last page of additional items with SEEN

Question		Answer/Indicative content	Mark	Guidance
1	(a)	<ul style="list-style-type: none"> <li>• [River] Stour</li> <li>• [M]2 &amp; [M] 25</li> <li>• Kent International</li> <li>• Ramsgate</li> </ul>	4	Compulsory annotation: tick / X one mark each - must have both for motorways answer must be taken from document & must be precise no other response possible to this question.
1	(b)	<ul style="list-style-type: none"> <li>• <b>Hospitality businesses</b> Provision of food , drink and accommodation [1] hotel and catering section of the tourism industry [1] places to stay and places to eat and drink [1] Bleak House, Broadstairs [1]</li> <li>• <b>Short break</b> Holiday / trip [1] less than 4 nights [1] weekend break to Margate [1] a vacation away from home lasting a few days, but usually less than a week [1]</li> <li>• <b>Blue Flag Beach</b> Resort beaches which are recognised as clean [1] achieve standards in EU Bathing Water Directive [1] awarded to well managed beaches [1]</li> </ul>	6	Compulsory annotation: tick / X up to two marks for meaning vague response – maximum one mark. example can be credited with second mark. example only / incorrect meaning correct example zero marks

Question		Answer	Marks	Guidance																																	
				Content	Levels of response																																
1	(c)	Overseas visitors to Thanet spent £40,513,000 in 2013, a 2% decrease on the 2012 spending of £41,497,000. This decrease in expenditure could be due to the decrease in the total number of nights overseas visitors spent, a 4% decrease from 698,000 nights in 2012 down to 669,000 nights in 2013. One possible explanation for this decrease could be that more overseas visitors stayed in 2012 due to the London Olympic Games; Thanet is in easy travelling distance of London, so overseas visitors may have stayed in Thanet, rather than London itself, as accommodation was available and cheaper than the capital. Overseas visitor spending was greatest for the purpose of study £20,458,000; due to the proximity of Thanet to the continent, it is a good place for language schools to run courses for overseas students who wish to learn English. This is also reflected in the spend on paying guest in private homes of £11,077,000, as the majority of these would be language students staying with families whilst they are learning English. The highest amount of accommodation spend was in serviced accommodation, of £14,619,000; this is because	12	<p><b>Indicative content from Document 3</b></p> <p><b>Fig 2</b></p> <table border="1"> <thead> <tr> <th>overseas visitors</th> <th>2013 [000s]</th> <th>2012 [000s]</th> <th>% change</th> </tr> </thead> <tbody> <tr> <td>trips</td> <td>118</td> <td>107</td> <td>10</td> </tr> <tr> <td>nights</td> <td>669</td> <td>698</td> <td>-4</td> </tr> <tr> <td>spend</td> <td>£40,513</td> <td>£41,497</td> <td>-2</td> </tr> <tr> <td>Visit character -istics</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Ave length of stay</td> <td>5.67</td> <td>6.52</td> <td>-13</td> </tr> <tr> <td>Spend per trip</td> <td>£343.33</td> <td>£387.82</td> <td>-11</td> </tr> <tr> <td>Spend per night</td> <td>£60.56</td> <td>£59.54</td> <td>2</td> </tr> </tbody> </table> <p><b>Fig 3 [£000] accommodation spend</b>            Serviced 14,619            Self catering 3,249            Touring caravans / tents 753            Static vans / holiday centres 182            Group /campus 1,581            Second home 1,130            Other 289            Paying guest in private homes 11,077            SFR 7,634            TOTAL 41,513</p> <p><b>Fig 4 [£000] spend</b>            Holiday 8,220            Business 5,158            VFR 5,222            Other 1,456            Study 20,458</p>	overseas visitors	2013 [000s]	2012 [000s]	% change	trips	118	107	10	nights	669	698	-4	spend	£40,513	£41,497	-2	Visit character -istics				Ave length of stay	5.67	6.52	-13	Spend per trip	£343.33	£387.82	-11	Spend per night	£60.56	£59.54	2	<p>Compulsory annotation: L1 L2 or L3</p> <p>NB comparative 'higher'/'lower' or superlative language 'highest'/'lowest' shows judgement.</p> <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 a number of key statistics from the document. Candidate effectively draws valid conclusions about the data. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification / description implied / assumed Explanation/ analysis/ comparison of more than one statistic – 9 or 10 marks</p> <p>An evaluation / judgement without overall conclusion / prioritisation – 11 or 12 marks</p> <p><b>Level 2: [5-8 marks]</b></p> <p>Candidate <b>accurately</b> states and describes a number of statistics from the document. Candidates will show an understanding of the</p>
overseas visitors	2013 [000s]	2012 [000s]	% change																																		
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Question			Answer	Marks	Guidance	
					Content	Levels of response
			overseas visitors travelling for business would wish to stay in services accommodation, rather than self catering. [L3]		TOTAL 40,513 <b>Fig 5 [£000]</b> Shopping 12,011 Food & drink 7,209 Attractions / entertainment 6,346 Travel 3, 133	question and include explanations relating to a number of key statistics with valid conclusions made with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.  No list – must be at least describe  Description only – 5 marks  Explanation / analysis – 6 or 7 marks  Evaluative comment [because....means that....] – 8 marks  <b>Level 1: [1-4 marks]</b>  Candidate identifies / describes some of the statistics. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions.  List – max 2 marks  2 identifications plus one description – 3 or 4 marks  3 identifications and unsupported judgement – 4 marks  <b>0 marks</b> –no response worthy of credit

Question	Answer/Indicative content	Mark	Guidance
2 (a)	<ul style="list-style-type: none"> <li>• <b>Domestic tourist</b> residents of one country travelling only within that country [1] holidaying within your own country [1] Londoner travelling to Thanet for day trip or staying holiday [1]</li> <li>• <b>Second homes</b> a house that someone owns but lives in only for short periods, for example holidays, not as their usual home [1] a property that is furnished but not one's sole or main residence [1] residential property owned for letting and holidays [1]</li> <li>• <b>Business visit</b> Travelling for work purposes [1] conference [1] type of high value tourism [1] individuals are still working and being paid, but are doing so away from both their workplace and home [1]</li> </ul>	6	<p>Compulsory annotation: tick / X up to two marks for meaning vague response – maximum one mark. example can be credited with second mark. example only / incorrect meaning correct example zero marks</p>

Question		Answer/Indicative content		Mark	Guidance
2	(b)	<b>Identification</b>	<b>Description</b>	6	Compulsory annotation: tick / X One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.
		hotel	5 or more letting bedrooms / an establishment providing accommodation, meals, and other services for travellers and tourists.		
		Guest house	a private house offering accommodation to paying guests / larger than 'bed and breakfast' accommodation, typically offering breakfast included in room rate but not licensed to serve alcoholic beverages.		
		motel	a roadside hotel designed primarily for motorists, typically having the rooms arranged in low blocks with parking directly outside / passing motorist often only stay one night		
		Bed & breakfast / B&B	a small lodging establishment that offers overnight accommodation and breakfast / often private family homes and typically have between four and eleven rooms, with six being the average		
		<i>Holiday centre / camp [such as Butlins]</i>	Large purpose built complex offering a range of accommodation / range of meal plans / entertainment and leisure facilities on site		
		<i>Youth hostel</i>	a place providing cheap accommodation, aimed mainly at young people on walking or cycling tours / many run by YHA, a registered charity and membership organisation		

Question	Answer	Marks	Content	Levels of response
2	<p>(c) <b>Exemplar Response:</b>            Margate Main Sands caters really well for families who want traditional fun and entertainment, sandcastles can even be built when the tide is in as the beach is so large. This means families can enjoy the beach all day. Parents can be assured that their children will be safe, as there is a RNLI lifeguard on duty during the busy parts of the summer season, the dog ban in place also means that there will be no danger of dogs attacking the children, and there will be no dog mess to spread diseases. The proximity of the beach to car parks also makes it suitable for families, as there will not be a big distance to transport all the toys or buggies which families need for a day out. There is also the opportunity to hire loungers and deck chairs which means that the car will not be full up with these, so allowing more space for all family members to travel. Margate Main Sands is managed to make it totally family friendly. [L3]</p>	10	<p><b>Indicative content</b>            200m long sandy beach            On main seafront            Tidal pool            Children's rides            Amusement arcades            Seaside fun and entertainment            Plenty of beach when tide in            Short walk to town            Beach shop            Deck chair and lounge hire            Toilets            Lifeguard            Drinking water            Showers            First aid point            Disabled access / toilets / wheelchairs            Dog ban            Close car park / accessible transport</p>	<p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p><b>Level 3: [9-10 marks]</b>            Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the suitability. Candidate effectively assesses the suitability to families. 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.</p> <p>Identification / description implied / assumed            Explanation/ analysis/ comparison of more than one point / both sides            An evaluation / judgement with a general conclusion / prioritisation – 9 marks            With overall conclusion i.e. the most significant point– 10 marks</p> <p><b>Level 2: [5-8 marks]</b>            Candidate describes the ways in the sands are suitable for families. Candidates will show an understanding of the question and include explanations of a number of points relating to suitability. The assessment is in the most part accurate and relevant, and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least describe            Description only – 5 marks            Explanation / analysis – 6 or 7 marks            Evaluative comment [because....means that....] – 8 marks</p>

Question	Answer	Marks	Content	Levels of response
				<p><b>Level 1: [1-4 marks]</b>  Candidate identifies/ describes the ways in which the sands are suitable for families. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped.</p> <p>List – max 1 mark  Description – up to 2 marks  Explanation – up to 3 marks  Unsupported judgements /limited discussions – up to 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p>

Question		Answer/Indicative content	Mark	Guidance
3	a	<ul style="list-style-type: none"> <li>Accommodation grading [1] quality assurance role [1]</li> <li>Promotion of tourism in an area [1] support TICs / local authorities [1]</li> <li>Encourage UK people to take domestic holidays [1]</li> <li>Advise government [1] on matters relating to tourism [1]</li> <li>Produce and distribute information [1] to tourists and to the travel trade [1]</li> <li>Undertakes research [1] publishes a range of stats relating to tourism [1]</li> </ul>	6	<p>Compulsory annotation: tick / X</p> <p>One mark for each correct role up to a maximum of three, plus an additional one mark for each of three explanations.</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition especially in description.</p>
3	b	<ul style="list-style-type: none"> <li>Licensed for civil ceremonies [1] can get married at same venue as having reception [1] cost effective and easy in respect of transporting guests between venues [1]</li> <li>Cater for 80 guests inside [1] reception can be held regardless of weather [1] locally produced food and excellent cuisine [1]</li> <li>Cater for 200 guests in luxury marquee [1] large wedding party catered for [1] locally produced food and excellent cuisine [1]</li> <li>Accommodation [1] wedding party can stay in luxury B&amp;B accommodation [1] 3 bedroom apartment available for friends / family [1]</li> </ul>	6	<p>Compulsory annotation: tick / X</p> <p>Answers must reflect the context of the question.</p> <p>One mark for each correct way the needs of wedding party met up to a maximum of two, plus up to an additional two marks for each of two explanations.</p>

Guidance					
Question	Answer	Marks	Content		Levels of response
3	(c)	10	Fisherman's Self catering cottage 4 star One minute walk from sandy beaches at Broadstairs WiFi In pedestrian conservation area in town Fully fitted and equipped kitchen 2 colour TVs with Freesat	Two Chimneys Self catering Static caravan hire / camping pitches for tents and tourers / seasonal pitches 5 star holiday park Few minutes drive from coast Park wide WiFi In 100 acres of Kent countryside Laundrette on site Will have own cooking facilities in caravan Licensed club house / arcade video games Swimming pools Adventure play / crazy golf shop Coffee lounge and diner Range of accommodation sleeping from 1	Compulsory annotation: L1 or L2  <b>Level 2: [6-10 marks]</b> Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to both accommodations. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.  Identification / description is implied / assumed. Comparison <b>or</b> contrast of <b>one</b> area [products, facilities or services] in relation to both accommodations. – 6 marks Comparison <b>and</b> contrast of <b>one</b> area [products, facilities or services] in relation to both accommodations. –7 marks Comparison and contrast of <b>two</b> areas [products, facilities or services] in relation to both accommodations. –8 marks Comparison and contrast of all areas [products, facilities or services] in relation to both accommodations. – 9 or 10 marks  <b>Level 1: [1-5 marks]</b> Candidate identifies/ describes the products, facilities and services of the accommodation[s]. Information may be in the form of a list.

Guidance				
Question	Answer	Marks	Content	Levels of response
				<p>There is no attempt to compare and contrast products or facilities or services.</p> <p>List – max 2 marks            Identification of products , facilities or services in relation to either accommodation.– up to 2 marks            Description of products , facilities or services in relation to <b>both accommodations</b>.– 3-5 marks</p> <p><b>0 marks –no response worthy of credit</b></p>

Question		Answer/Indicative content	Mark	Guidance
4	(a)	<ul style="list-style-type: none"> <li>• Scenic Railway</li> <li>• Cinema complex</li> <li>• Menagerie cages</li> </ul>	2	Compulsory annotation: tick/ X one mark each to a maximum of 2 marks answer must be taken from Document
4	(b)	<ul style="list-style-type: none"> <li>• Information kiosk [1] on promenade [1] providing literature [1]</li> <li>• 24 hour touch screen [1] at prom information kiosk [1] provides information about area [1]</li> <li>• Information kiosk [1] at Lilliput Mini Golf [1] local leaflets [1]</li> <li>• Tourist Information Points [1] blue points containing posters on events [1] general information on area [1]</li> </ul>	4	Compulsory annotation: tick/ X Answers must reflect the context of the question.  One mark for each correct facility up to a maximum of two, plus an additional mark for each of two descriptions.
4	(c)	<ul style="list-style-type: none"> <li>• The Drum [1] flexible and multi-purpose space [1] accommodate 40 theatre style [1] 15 people boardroom meeting [1]</li> <li>• Ideal location [1] in Droit House, with TIC [1] next to Turner Contemporary [1]</li> <li>• Good for meetings, training , presentations, unique events [1] available for hire [1]flexible and multi - purpose space [1]</li> </ul>	6	Compulsory annotation: tick/ X Answers must reflect the context of the question.  One mark for each correct benefit up to a maximum of two, plus up to an additional two marks for each of two explanations.

Question	Answer	Marks	Content	Levels of response
4	<p><b>(d) Exemplar Response:</b>  Thanet visitor Information Centre provides a wide range of services for the staying visitor. The VIC staff will search for accommodation, this means that a visitor will not need to search through brochures or the internet themselves, which makes the process easier. Also the VIC staff will be aware of the quality of each type of accommodation, and whether it represents value for money. The VIC can also book tickets for a range of public transport, such as National Express and Eurolines so that the visitor can travel to their holiday destination. This means that the VIC is a one stop shop for the staying holidaymaker. The VIC also offers information on local transport, so that the holidaymaker can get around Thanet once they have arrived, this includes coach day trips. This means that the holiday maker can be assured that they have plenty to do on their visit, and that the bookings will be secure. The VIC will give peace of mind to a holidaymaker that their accommodation and transport will be booked. [L3]</p>	10	<p><b>Indicative content</b>  Searching and booking  Quality Graded accommodation  Booking tickets for National Express, Eurolines and coach day trips  Offering information on local events, attractions, activities and transport  Booking tickets to local theatres / venues</p>	<p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p><b>Level 3: [9-10 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the services provided by the VIC. Candidate effectively assesses the services. 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.</p> <p>Identification / description implied / assumed  Explanation/ analysis/ comparison of more than one point / both sides  An evaluation / judgement with a general conclusion / prioritisation – 9 marks  With overall conclusion i.e. the most significant service– 10 marks</p> <p><b>Level 2: [5-8 marks]</b>  Candidate describes the services. Candidates will show an understanding of the question and include explanations of a number of points relating to services at the VIC. The assessment is in the most part accurate and relevant, and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least describe  Description only – 5 marks  Explanation / analysis – 6 or 7 marks  Evaluative comment [because....means that....] – 8 marks</p>

Question	Answer	Marks	Content	Levels of response
				<p><b>Level 1: [1-4 marks]</b>  Candidate identifies/ describes the services available at the VIC. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped.</p> <p>List – max 1 mark  Description – up to 2 marks  Explanation – up to 3 marks  Unsupported judgements /limited discussions – up to 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p>

This is the question assessing QWC				Guidance
Question	Answer	Marks	Content	Levels of response
5*	<p><b>Exemplar Response:</b></p> <p>The public sector is an important provider within the travel and tourism industry. Generally this involves providing a service, rather than having profit maximisation as the main goal. At the local level in Thanet a wide range of services are provided by the public sector for the benefit of the local community any visitors. Thanet District Council compulsory purchased the Dreamland site and restored parts of the amusement park such as the Scenic railway and cinema. Without the involvement of the public sector buying the Dreamland site, it would have been demolished and housing built, so there would no longer be this major tourist attraction in the centre of Margate. Thanet Council obviously did this in order to continue to attract visitors, so their role is vital in tourism. They have also produced a Destination Management Plan to ensure that businesses are attracted and tourism grows. The VIC is also provided by Thanet Council, again demonstrating their commitment to promoting and developing tourism in the area. Thanet Council is also responsible for maintaining the beaches, Margate Main Sands has a seasonal dog ban imposed by the council in order to ensure that the</p>	12	<p><b>Indicative content:</b></p> <p><b>Thanet District Council</b></p> <p>Compulsory purchase</p> <p>Dreamland site</p> <p>£18m public funding for restoration</p> <p>VIC - information and promotion</p> <p>Food Standard Agency hygiene rating awards [Two Chimneys]</p> <p>Margate Main Sands - management</p> <p>Destination Management Plan</p> <p>Thanet District Council is investing in the growth and development of new and established tourism, leisure and hospitality businesses. The council's Tourism Team and its many partner organisations are working together to grow Thanet's visitor economy and create new employment and career opportunities.</p>	<p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <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 the importance of the public sector to travel and tourism. 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>Identification / description implied / assumed</p> <p>Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks</p> <p>Overall general conclusion – 11 marks</p> <p>With specific conclusion i.e. which is the most important –12 marks</p> <p><b>Level 2: [5-8 marks]</b></p> <p>Candidate describes the importance of the public sector to travel and tourism. Candidates will show an understanding of the question and include explanations of a number of issues relating to the public sector evaluated with some success. The evaluation is in the most part 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. Candidate has a limited ability to organise relevant</p>

Question	Answer	Marks	Content	Levels of response
	beach is family friendly. The public sector is vital to ensure the future of tourism in traditional holiday destinations such as Thanet. [L3]			<p>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.</p> <p>No list – must be at least describe            Description only – 5 marks            Explanation / analysis – 6 or 7 marks            Evaluative comment [because....means that...] – 8 marks</p> <p><b>Level 1: [1-4 marks]</b>            Candidate identifies/describes the importance of the public sector to travel and tourism. Information may be in the form of a list. There is little or no attempt to evaluate. 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.</p> <p>List – max 2 marks            2 identifications plus one description – 2, 3 or 4 marks            3 identifications &amp; unsupported judgement – 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p>

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