

**Wednesday 20 June 2018 – Morning**

**A2 GCE APPLIED TRAVEL AND TOURISM**

**G734/01** Marketing in Travel and Tourism

Candidates answer on the Question Paper.

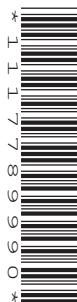
**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**Duration:** 2 hours



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the barcodes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) Identify **three** key products of the TUI brand.

1 .....

2 .....

3 .....

[3]

(b) TUI uses an integrated model of tour operators with airlines.

Explain **two** benefits to TUI of such an integrated model.

1 .....

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2 .....

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[4]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(d) Explain **two** ways in which TUI must adhere to the Data Protection Act.

[6]

1

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2 (a) Explain **two** purposes of a mission/vision statement for organisations such as TUI.

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[4]

(b) Explain **two** benefits to TUI of retaining customer loyalty.

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2 .....

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[6]

Handwriting practice lines consisting of multiple sets of three horizontal dotted lines for tracing and writing practice.

**(d)** Assess the likely impacts on travel organisations such as TUI of the 'death of the holiday brochure'.

[9]



**3 (a)** Marketing communication is affected by legislation.

Explain **two** ways in which The Trade Descriptions Act affects organisations such as TUI.

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[4]

**(b)** Assess **three** sales promotions which TUI could use to target customers.

[9]

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**(c)\*** Evaluate external influences on the TUI marketing environment.

**[12]**

[illegible]



- 4 (a) Explain **two** likely purposes why organisations such as TUI wish to re-brand.

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[4]

- (b) Assess how the use of social media can help to build a strong brand for organisations such as TUI. [9]

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