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7096/23

Alternative to Coursework

October/November 2013

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), a news item about Rail of India, a tour operator in India.

- (a) (i)** Identify **two** target markets for Rail of India.

1

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2

..... [2]

- (ii)** Explain **one** reason why marketing is important to travel and tourism providers, such as Rail of India, when launching a new product.

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..... [2]

- (b)** Explain **one** advantage and **one** disadvantage of market penetration as a suitable pricing policy for the 'Gateway to India' product.

Advantage

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Disadvantage

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..... [6]

- (c) Identify and explain **two** ways in which Rail of India has developed its product to cater for the needs of customers from Japan and Australia.

For
Examiner's
Use

1

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2

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..... [6]

- This image shows a full page of a document template designed for handwriting practice or general note-taking. The page is white and features approximately 28 evenly spaced horizontal dotted lines extending across its width. These lines are intended to guide letter height and placement. In the bottom right corner, there is a small, black-outlined rectangular box containing the number "9", which likely indicates the page number of a multi-page set.

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TURN OVER FOR QUESTION 2

Question 2*For
Examiner's
Use*

Refer to Fig. 2 (Insert), information about tourism in Bulgaria, a central European country.

- (a) Explain **two** ways in which tourism providers in Bulgaria can use the information from Fig. 2 to plan their marketing campaign for 2013.

1

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2

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(b) Explain how tourism providers in Bulgaria might use the following pricing policies to increase sales of their food and travel services:

- special offers
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-
-
- discount pricing
-
-
-
- variable pricing
-
-
-

[6]

(c) Explain how the following factors might affect the pricing policies used by travel and tourism providers:

- competition
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-
-
-
-
- customers' expectations
-
-
-
-
-

[6]

- [9]

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TURN OVER FOR QUESTION 3

Question 3

Refer to Fig. 3 (Insert), a news item about The Skanis Hotel in the North African country of Tunisia.

(a) Identify **four** ways in which The Skanis Hotel has created a family-friendly product.

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4

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(b) State and explain **two** advantages to travel and tourism organisations of providing e-ticketing.

1

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..... [6]

- (c) The Skanis Hotel has introduced price bundling for its new family rooms. Explain **one** advantage and **one** disadvantage to **customers** of price bundling.

For
Examiner's
Use

Advantage

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Disadvantage

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..... [6]

[9]

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Question 4

Refer to Fig. 4 (Insert), a news item about Windmills of Holland, an important European visitor attraction in Holland.

- (a) (i) Name **two** primary research techniques which may have been used in order to produce this news item.

1

2 [2]

- (ii) Give **one** advantage and **one** disadvantage of using primary research data.

Advantage

.....

Disadvantage

..... [2]

- (b) Windmills of Holland is at the maturity stage of the product life cycle. Explain **two** ways in which Windmills of Holland could use the characteristics of the maturity stage to plan its marketing campaign.

1

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- (c) Explain **three** reasons why brand image may be important to travel and tourism providers, such as Windmills of Holland, when planning effective promotional materials.

For
Examiner's
Use

1

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