

Example Candidate Responses

Cambridge
O Level

Cambridge O Level
Travel and Tourism

7096

Paper 2

For examination from 2017

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Introduction

The main aim of this booklet is to exemplify standards for those teaching Cambridge O Level Travel and Tourism (7096), and to show how different levels of candidates' performance (high, middle and low) relate to the subject's curriculum and assessment objectives.

In this booklet candidate responses have been chosen to exemplify a range of answers. Each response is accompanied by a brief commentary explaining the strengths and weaknesses of the answers.

Each response is annotated with clear explanation of where and why marks were awarded or omitted. This, in turn, is followed by examiner comments on how the answer could have been improved. In this way it is possible for you to understand what candidates have done to gain their marks and what they will have to do to improve their answers. At the end there is a list of common mistakes candidates made in their answers for each question.

This document provides illustrative examples of candidate work. These help teachers to assess the standard required to achieve marks, beyond the guidance of the mark scheme. Some question types where the answer is clear from the mark scheme, such as short answers and multiple choice, have therefore been omitted.

The questions, mark schemes and pre-release material used here are available to download from Teacher Support. These files are:

Question Paper 01, June 2016	
Question paper	0471_s16_qp_01.pdf
Mark scheme	0471_s16_ms_01.pdf
Question Paper 02, June 2016	
Question paper	0471_s16_qp_02.pdf
Mark scheme	0471_s15_ms_02.pdf

Other past papers, Examiner Reports and other teacher support materials are available on Teacher Support at <https://teachers.cie.org.uk>

How to use this booklet

Example Candidate Response – high	Examiner comments
<p>Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport.</p> <p>(a) Identify from Fig. 1 (Insert), the three methods of public transport available at the Mawson Interchange.</p> <p>1 train.....</p> <p>2 bus.....</p> <p>3 taxi.....</p> <p>Answers by real candidates in exam conditions. These show you the types of answers for each level.</p> <p>Discuss and analyse the answers with your learners in the classroom to improve their skills.</p>	<p>1 The candidate correctly identifies all three methods of transport at the Mawson Interchange, such as those which is convenient, etc. if you... whenever you... benefit to tourists... city already. 3</p> <p>2 describes using any vehicle.</p> <p>3 any vehicle.</p> <p>Examiner comments are alongside the answers, linked to specific part of the answer. These explain where and why marks were awarded. This helps you to interpret the standard of Cambridge exams and helps your learners to refine exam technique.</p>

How the candidate could have improved the answer

1 (b) In response 2 the candidate needed to transport. Candidates should have stayed in

This explains how the candidate could have improved the answer. This helps you to interpret the standard of Cambridge exams and helps your learners to refine exam technique.

1 (c) The candidate over explained in response given to later or more challenging questions.

Common mistakes candidates made in this question

Not staying in the context of the questions, helped candidates to be focused and specific context when reading the question to focus

Not using correct and specific terminology

This section lists the common mistakes candidates made in answering each question. This will help your learners to avoid these mistakes at the exam and give them the best chance of achieving a high mark.

Assessment at a glance

Candidates take:			
Paper 1 Core Paper Short answer question paper (60% of total marks)	2 hours	100 marks	
and either:			
Paper 2 Alternative to Coursework Short answer question paper, based primarily on Unit 5 of the syllabus (40% of total marks)	2½ hours 100 marks	Paper 3 Coursework Investigation (max 3000 words) Centre-based assessment, directed towards Unit 6 of the syllabus (40% of total marks)	60 marks
or:			

Teachers are reminded that the latest syllabus is available on our public website at www.cie.org.uk and Teacher Support at <https://teachers.cie.org.uk>

Paper 2 – Alternative to Coursework

Question 1

Example Candidate Response – high	Examiner comments
<p>Refer to Fig. 1 (Insert), information about Sarandsail, an activity tourism provider in New Zealand.</p> <p>(a) Using Fig. 1 (Insert), identify the following: ①</p> <p>(i) two target markets for Sarandsail.</p> <p>1 Families..... 2 Groups..... [2]</p> <p>(ii) two products offered by Sarandsail.</p> <p>1 The Seafood restaurant. ② 2 Rooms have a sea view..... [2]</p> <p>(b) Explain how each of the following factors might influence an activity holiday provider in its choice of location for an activity holiday centre.</p> <ul style="list-style-type: none"> • character and features of the area The area such as Sarandsail Should be safe and secured from crimes in addition having features like the sea so tourists will be attracted to entertain themselves with the activities like boat trips. • adjacent facilities When choosing a location such as Sarandsail it should be surrounded by cafes and restaurants like the seafood restaurant which offer choice of prepared menu so tourists can be satisfied and their attraction increases. • local and transient population The location chosen should be in the centre of the town which means that population should surround it so it can be easily visited and accessible to a large number of customers. ③ [6] 	<p>① Candidates must use the Insert to find the answers. There are 4 marks available for four items.</p> <p>② In both parts, the candidate accurately identifies the information given in the Insert.</p> <p>Mark awarded for (a) (i) = 2 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>③ Candidates were expected to give clear reasons to show understanding and develop their response. This candidate accurately explains reasons for the factors' influence. The explanations are clear and relevant to an activity holiday provider.</p> <p>Mark awarded for (b) = 6 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(c) Explain how the following methods of promotion might be suitable for an activity holiday provider, such as Sarandsail: 4</p> <ul style="list-style-type: none"> • publicity/print materials <p>Publicity is one of the promotional methods in which press releases and sponsorships can promote the activity holiday providers. In addition to the leaflets and vouchers which have images for Sarandsail as well as detailed information about the activities can be distributed to large number of customers to raise their awareness. 5</p> <ul style="list-style-type: none"> • internet <p>Internet can be used by the provider of Sarandsail to reach large number of customers widely and easily at less time as well as with low costs. Moreover, Sarandsail provider can target market segments like families and group in addition of making offers and providing videos for customers about the activities to increase their awareness and desire to visit and try the activities as customers will find it [6] satisfied method as it is available 24/7 and accessible anywhere.</p>	<p>4 Candidates should give reasons and develop their responses; they should not simply 'describe'.</p> <p>5 The answer is clear with an accurate detailed explanation. The candidate has related the answer to Sarandsail.</p> <p>6 Detail and understanding are very clear and the explanation is full and relevant to the activity provider scenario.</p> <p>Mark awarded for (c) = 6 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(d) Evaluate the ways in which Sarandsail might develop its marketing mix to attract more of its target customers.</p> <p>The Marketing mix is a method to attract more customers... in which apply the right product by the right price in the right place with right promotional methods. Sarandsail must make effective marketing mix to attract more customers by applying the 4 P's to meet each market segment. Firstly, the <u>product</u> is one of the 4 P's which satisfy customers, Sarandsail should develop packages 7 which meet customer need as by not including variety of accommodation and transportation methods and excursions as tourguides and the fun activities like boat trips and whale watching as well as offering range of services to meet different segments. Moreover, <u>price</u> should be meet customer expectations like making different special offer pricing policy by reducing the other price of tickets for children under the age of 12 or applying the market penetrating policy to gain entry to the market share and attract more customers is also effective as the business is new 8. Additionally, the <u>place</u> should have good characteristics like the Sea which will be used in the activities as well as adjacent facilities to meet customer needs. Also, Sarandsail can choose Internet as distribution channel to gain customers quickly and widely and make offers. Finally, Sarandsail should make effective promotional methods to insure customers are aware of [Total: 25] the activities and increase their awareness and loyalty. This can be done using advertising through broad cast media (TV, radio) to reach large number of customers or by using public relations which include celebrity or press releases for example so many customers can be aware of the of Sarandsail.</p> <p>Variable (discrimination)</p>	<p>7 The candidate identifies four marketing mix P's here. The candidate demonstrates clear understanding in their explanation.</p> <p>8 The candidate makes an attempt at evaluation here. Higher marks would have been awarded for evaluation of two or more elements.</p> <p>Mark awarded for (d) = 7 out of 9</p> <p>Total mark awarded = 23 out of 25</p>

How the candidate could have improved the answer

(d) The candidate identified four P's in their response, and demonstrated clear understanding throughout their explanation. All the elements of the marketing mix were clearly identified, and the candidate accurately explained ways to attract more target customers. There was also a real attempt at evaluation. However, higher marks would have been awarded for greater evaluation of two or more elements.

Example Candidate Response – middle	Examiner comments
<p>Refer to Fig. 1 (Insert), information about Sarandsail, an activity tourism provider in New Zealand.</p> <p>(a) Using Fig. 1 (Insert), identify the following:</p> <p>(i) two target markets for Sarandsail.</p> <p>1 Families 1</p> <p>2 Groups [2]</p> <p>(ii) two products offered by Sarandsail.</p> <p>1 Catering 2</p> <p>2 Accommodation [2]</p> <p>(b) Explain how each of the following factors might influence an activity holiday provider in its choice of location for an activity holiday centre.</p> <ul style="list-style-type: none"> character and features of the area These will help the holiday provider to get an idea about the nature of the area and is it suitable to include it in his holiday package. 3 adjacent facilities Facilities provided by a certain place apart from a normal place for example Hotel which will meet up the customer satisfaction. 4 local and transient population This can influence as the local population might have a negative view about tourists so considering will help the holiday provider. 5 [6] 	<p>1 The candidate has correctly identified two target markets for Sarandsail here.</p> <p>2 The candidate has correctly identified two products here.</p> <p>Mark awarded for (a) (i) = 2 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>3 The influence of the location's character and features are not explained fully; information and booking procedures are not relevant here. The suitability of the natural environment should have been explained, giving specific examples, such as coastal areas for sailing. No mark</p> <p>4 1 Mark was awarded for customer need.</p> <p>5 The local population could be a potential customer base or workforce. 1 mark.</p> <p>Mark awarded for (b) = 2 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(c) Explain how the following methods of promotion might be suitable for an activity holiday provider, such as Sarandsail:</p> <ul style="list-style-type: none"> • publicity/print materials <p>The Sarandsail activity holiday provider can raise awareness between people about its experiences, products etc. using the aid of advertisements to publicity and grab the attention of more potential tourists. [6]</p> <ul style="list-style-type: none"> • internet <p>The internet will help the provider to include detailed information in his website as it is available 24/7 for the people and can attract a large number of tourists all over the world.</p> <p>[6]</p>	<p>6 Examples of publicity materials are missing. There is no explanation of how the publicity materials might be suitable for an activity provider. No mark.</p> <p>7 Details about the Internet are accurate. Further explanation could have been included, such as the expense involved if a professional company was employed to assist with setting up a website. 3 marks</p> <p>Mark awarded for (c) = 3 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(d) Evaluate the ways in which Sarandsail might develop its marketing mix to attract more of its target customers.</p> <p>The Sarandsail can develop its product through promoting it to a wide range of market and including more sub-activity's in water sports such as swimming with dolphins, kite surfing etc. Then they can improve price strategies through introducing more offers on their packages and activity's. Moreover, Sarandsail can choose an idle place for example: the island of Maldives or Mauritius to establish their activity's and provide them to the people in a better way. Also they can promote these activity's using different promotional materials such as the internet, leaflets, brochures etc. which will gain customer satisfaction.</p>	<p>7 Marketing mix elements correctly identified.</p> <p>8 Marketing mix methods, e.g. promotion, price and product are explained but not evaluated.</p> <p>Mark awarded for (d) = 6 out of 9</p> <p>Total mark awarded = 15 out of 25</p>

How the candidate could have improved the answer

- (b) The influence of the character and features of the location were not explained fully; information and booking procedures were not relevant here. The suitability of the natural environment should have been explained, giving specific examples, such as coastal areas for sailing or mountainous areas for hill walking or climbing.
- (c) Examples of publicity materials were missing here. There was no explanation of how the publicity materials might have been suitable for an activity holiday provider. Details about the Internet were accurate, but further explanation could have been included, such as the potential expense involved if a professional company was employed to assist.
- (d) The candidate accurately identified and explained the elements of the marketing mix, such as promotion, price and product. Here candidates should analyse which parts of the marketing mix should be developed to attract more customers. For example, if suggesting that a new product be introduced, the candidate should include a balanced argument for and against such an introduction.

Example Candidate Response – low	Examiner comments
<p>Refer to Fig. 1 (Insert), information about Sarandsail, an activity tourism provider in New Zealand.</p> <p>(a) Using Fig. 1 (Insert), identify the following:</p> <p>(i) two target markets for Sarandsail.</p> <p>1 Demographical 1</p> <p>2 Geographical [2]</p> <p>(ii) two products offered by Sarandsail.</p> <p>1 Sea food restaurant 2</p> <p>2 Boat trips [2]</p> <p>(b) Explain how each of the following factors might influence an activity holiday provider in its choice of location for an activity holiday centre.</p> <ul style="list-style-type: none"> character and features of the area The area is suitable for Families 3 individual and groups. The family run centre specialises in teaching beginners of all ages. 4 adjacent facilities The Seafood restaurant next to the centre offers a choice of carefully prepared meals local and transient population There are more numbers of tourist the local population is less and the local population can get affected. 5 <p>[6]</p>	<p>1 The two target markets should be customer types, e.g. families, adventure tourists.</p> <p>2 Correct identification from Fig. 1 Insert.</p> <p>Mark awarded for (a) (i) = 0 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>3 The suitability of the character and features of the area for an activity holiday should be mentioned here.</p> <p>4 The candidate identifies a restaurant as an adjacent facility that can satisfy tourist needs but does not say how this might influence choice of location for a holiday centre.</p> <p>5 The potential customer base is not explained here, and the candidate should have mentioned the potential availability of a local workforce.</p> <p>Mark awarded for (b) = 0 out of 6</p>

Example Candidate Response – low, continued	Examiner comments
<p>(c) Explain how the following methods of promotion might be suitable for an activity holiday provider, such as Sarandsail:</p> <ul style="list-style-type: none"> publicity/print materials <p>1. Brochures :-</p> <p>Through using brochure Sarandsail can promote their product. 6</p> <p>2. Leaflets :-</p> <p>Leaflets can be save last long and don't get damage and can give all info. 7</p> <p>3. Online :-</p> <p>The customer can book their activity holiday through online. 8</p> <p>4. Advertise :-</p> <p>They can also adv promote through electronic materials such as radio and television. [6]</p> <p>(d) Evaluate the ways in which Sarandsail might develop its marketing mix to attract more of its target customers.</p> <p>1. PRODUCT :-</p> <p>The product may have quality and has brand image to attract more numbers of target customer. The product may have according to the target with which they set for (target customer). 9</p> <p>2. PRICE :-</p> <p>The price should be low so that the target customer can afford the price which Sarandsail set. [9]</p> <p>3. Place :-</p> <p>The place should be located near the city and public transport should be available. [9]</p> <p>4. PROMOTION :-</p> <p>Promote the product in other countries which may attract the target customers. [9]</p>	<p>6 Brochures accurately identified but not explained.</p> <p>7 Leaflets identified and an attempt to explain the long shelf-life of such materials. This shows their suitability for an activity provider.</p> <p>8 The suitability of the Internet is not fully explained here, e.g. 24/7 availability and ease of updating.</p> <p>Mark awarded for (c) = 2 out of 6</p> <p>9 Marketing mix elements clearly identified: price, product, place and promotion.</p> <p>10 Marketing mix methods, e.g., promotion, price and product are explained but not evaluated.</p> <p>Mark awarded for (d) = 5 out of 9</p> <p>Total mark awarded = 9 out of 25</p>

How the candidate could have improved the answer

- (a) (i)** The target markets should be customer types, e.g. families and adventure tourists.
- (b)** The suitability of the character and features of the area required comment here. The candidate should have stated the activities available and their relevance to an activity holiday provider. The potential customer base was not explained and the candidate should have mentioned the potential local workforce for both skilled and unskilled roles.
- (c)** Brochures were accurately identified but not explained. The candidate identified leaflets and pointed out the benefits of their long shelf-life for an activity provider. The suitability of the Internet for an activity holiday provider was not fully explained. The candidate could have mentioned the 24/7 access and the ease in updating content here.
- (d)** Marketing mix elements such as price, product, place and promotion were clearly identified by the candidate. There was also a reasonable attempt to explain them, although they were not evaluated. Here candidates should analyse which parts of the marketing mix should be developed to attract more customers. For example, if a new product is to be introduced, the candidate should present a balanced argument for and against such an introduction.

Common mistakes candidates made in this question

- (b)** Some candidates did not explain how the factors might influence the choice of location but simply listed its features and characteristics.
- (c)** Many candidates described the features of each method of promotion rather than explaining their suitability.

Question 2

Example Candidate Response – high	Examiner comments
<p>Refer to Fig. 2 (Insert), an advertisement for a resort in The Gambia, a country in West Africa.</p> <p>(a) Using Fig. 2 (Insert), identify the following:</p> <p>(i) two features of Semkong Beach Resort which might appeal to ecotourists.</p> <p>1 Warm temperature all year round ① [2]</p> <p>2 Unspoilt Coast [2]</p> <p>(ii) the two services provided by Semkong Beach Resort.</p> <p>1 Fully serviced accommodation [2]</p> <p>2 all-day buffet in air-conditioned [2]</p> <p>(b) Semkong Beach Resort is at the <u>growth</u> stage of the product life cycle.</p> <p>Describe three characteristics of this stage.</p> <p>1 Competitors are increasing and are trying to substituted work on sustainable products and so there is a strong competition [6]</p> <p>2 Sales and profits for Semkong Beach Resort are increasing and customers became aware of the products and services offered [6]</p> <p>3 This stage is critical in the success and completion of the product of Semkong Beach Resort so the provider should make more marketing and promotion to increase potential and existing customers attraction and increase the customer loyalty and gives some competition [6]</p>	<p>① Valid features have been identified. The candidate must take their answers directly from the Insert, as instructed.</p> <p>Mark awarded for (a) (i) = 2 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>② This question has three sections, with up to two marks awarded for each characteristic described. The candidate accurately describes three characteristics.</p> <p>Mark awarded for (b) = 6 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(c) Explain two reasons why marketing and promotion might be important to tourism organisations, such as Semkong Beach Resort.</p> <p>1 Marketing and promotion is important to increase customer awareness and attract more customers and make them know the product offered by Semkong Beach Resort. So, the sales will increase as well as the profits. So, there is more profitability. [3]</p> <p>2 Marketing and promotion can highlight the unique selling point of Semkong Beach Resorts which will make it have competitive advantage and reflect good image. So, more customers will be attracted to this organization and not to competitors. Finally, Semkong beach Resort will create customer base and increase loyalty and will over come competition and being for it will be recognized among competitors. [6]</p>	<p>3 Candidates are expected to give clear reasons to show their understanding and develop their response. There are six marks available: one mark for the identification of each reason, with up to two additional marks for further explanation of each reason. This candidate accurately and clearly explains reasons. Good use of marketing terminology to show how an increase in awareness of a product results in new sales.</p> <p>4 Good use of marketing terminology completes a detailed response.</p> <p>Mark awarded for (c) = 5 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(d) Using the AIDA principle, evaluate the effectiveness of the advertisement shown in Fig. 2 (Insert).</p> <p>AIDA principle is one of the important promotional methods used when advertising. Semkong Beach Resort has applied effective AIDA principle by making <u>Attention</u> to customers by making the header of the advertisement bolded 5 with a different font (Semkong Beach Resort). So gain the attention and attraction of the customers. Moreover, <u>Interest</u> was to be included to make the customers interested to visit the resort and this was achieved by adding a photograph on the right of the advertisement as well as adding price under the photograph. Additionally, 6 to make customers <u>desired</u> to visit the Semkong resort, emotive language was used such as "you'll never forget it!" and "holiday of lifetime" and "Secluded golden sandy beaches". Finally, To make customers take <u>Action</u> and come to visit the resort, the website and the number of direct booking was applied at the end of the advertisement to insure 7 customer will be contacted with organisation (This is the action) (www.semkongbeachresort.com) (+220 796 42 311)</p> <p>Applying AIDA principle is important to insure that customers are going to make contact with organisation and will make a visit.</p> <p>[Total: 25]</p>	<p>5 Candidates are expected to evaluate the effectiveness of the advertisement, using the AIDA principle. They should attempt to create a balanced answer and draw conclusions. This question is marked using level of response criteria and is out of 9 marks. This candidate explains the acronym clearly.</p> <p>6 AIDA aspects are identified throughout, supported by effective detail and some evaluation.</p> <p>7 The candidate evaluates the effectiveness of the advert throughout their answer.</p> <p>Mark awarded for (d) = 9 out of 9</p> <p>Total mark awarded = 24 out of 25</p>

How the candidate could have improved the answer

- (c) The candidate missed one mark in the first section of the answer here. They could have developed more fully the idea that increased sales would lead to profitability and this would expand not only the customer base but also allow the opportunity to develop repeat customers.

Example Candidate Response – middle	Examiner comments
<p>Refer to Fig. 2 (Insert), an advertisement for a resort in The Gambia, a country in West Africa.</p> <p>(a) Using Fig. 2 (Insert), identify the following:</p> <ul style="list-style-type: none"> (i) two features of Semkong Beach Resort which might appeal to ecotourists. <p>1 Day trips to Abuko nature reserve..... 2 secluded golden sandy beach with nearby tropical [2] gardens</p> <ul style="list-style-type: none"> (ii) the two services provided by Semkong Beach Resort. <p>1 Fully serviced accommodation 2 local guides [2]</p> <p>1</p> <p>(b) Semkong Beach Resort is at the growth stage of the product life cycle.</p> <p>Describe three characteristics of this stage.</p> <p>1. Introduction: in this stage you introduce your product and set the price. Bringing awareness to the customer what the product is. The product must be sold by a normal price because if it's too cheap, people might think it's not good for usage, so they don't buy it.</p> <p>2. Growth: by reaching this stage this means that your product is tremendously achieving and customers buy it, so you have to make it better to challenge the competitors in the market. Your income profit & sales starts to grow.</p> <p>2</p> <p>3. Decline: the stage where the product starts to fail and decline and a competitor released a product that took over your product. So this leads to failing and the money spent too much should be saved.</p> <p>[6]</p>	<p>1 Two features and two services are accurately identified from Fig. 2.</p> <p>Mark awarded for (a) (i) = 2 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>2 The candidate attempts to explain all the elements of the product life cycle rather than just addressing the characteristics of the growth stage.</p> <p>Mark awarded for (b) = 2 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(c) Explain two reasons why marketing and promotion might be important to tourism organisations, such as Semkong Beach Resort.</p> <p>1 Marketing and promoting Semkong Beach Resort on the internet or through brochure, advertising etc will brighten the target market and gain a lot of customers from different age groups and this will increase the destination's popularity and it will gain a vital number of visitors. This will increase the profit. 3</p> <p>2 By offering special offers for customers, will make them wanting to try the product (holiday package) including all-inclusive resort, furthermore, all the activities available, Entertainment, cuisines, etc promoted by the Semkong Beach Resort will attract all customers from all age groups 4 and make them want to visit the resort, this will higher the income and the people will share their experience to their friends and this will help gaining more visitors. 5</p>	<p>3 Gaining increased visitor numbers correctly identified.</p> <p>4 Attracting customers from all age groups is accurately identified.</p> <p>5 The candidate includes some limited explanation of the reasons throughout their answer.</p> <p>Mark awarded for (c) = 2 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(d) Using the AIDA principle, evaluate the effectiveness of the advertisement shown in Fig. 2 (Insert).</p> <p>.....A.I.D.A principle stands for Attraction, Interest, Desire, Action. The advertisement shown in Fig. 2 (Insert) about the Semikong Beach Resort fulfilled the A.I.D.A principle by: Attraction: including a picture of the destination, of the tranquility of the beach and the beauty of nature to attract the people/customers & by offering full serviced accommodation. Interest: By having some special trips and offered and the views displayed and resort offers such as local craft market nearby; buying locally made souvenirs and gifts. Desire: what a customer desire for such as the all-day buffet in air-conditioned restaurant, it means its food time, so the quality and quantity makes the customer satisfied, and the delicious taste of the food. Action: For example by doing some adventure trips such as day trips to Abukko nature reserve[9] So I think the AIDA principle is used correctly to analyse the advertisement.</p> <p style="text-align: right;">[Total: 25]</p>	<p>6 Elements of AIDA clearly explained.</p> <p>7 No evaluation of the AIDA principle.</p> <p>Mark awarded for (d) = 5 out of 9</p> <p>Total mark awarded = 13 out of 25</p>

How the candidate could have improved the answer

(b) The candidate attempted to explain all the elements of the product life cycle rather than just addressing the characteristics of the growth stage. The response required an understanding of the characteristics that indicate that an organisation is at the growth stage, such as a growth in profits, an increase in visitor numbers and the realisation that the product is a developing and growing success.

(c) Although the candidate identified some of the reasons why marketing and promotion might be important, there is limited explanation of these reasons, e.g. helping to gain more visitor numbers would lead to greater profits and increase the possibility of repeat custom.

(d) The candidate made a good attempt at describing and explaining the AIDA principle here. However, there is little attempt to evaluate the effectiveness of the advertisement. The candidate should have analysed its effectiveness by looking at the strengths and weaknesses of each section.

Example Candidate Response – low	Examiner comments
<p>Refer to Fig. 2 (Insert), an advertisement for a resort in The Gambia, a country in West Africa.</p> <p>(a) Using Fig. 2 (Insert), identify the following:</p> <ul style="list-style-type: none"> (i) two features of Semkong Beach Resort which might appeal to ecotourists. <p>1 ...warm...temperatures...all...year...around... 1</p> <p>2 ...unspoilt...coast... 2 [2]</p> (ii) the two services provided by Semkong Beach Resort. <p>1 ...fully...serviced...accommodation,...local...guides...</p> <p>2 ...all...day...buffet...in...an...air-conditioned...restaurant...[2]</p> <p>(b) Semkong Beach Resort is at the growth stage of the product life cycle.</p> <p>Describe three characteristics of this stage.</p> <p>1 ...The...business...is...at...its...high...point,...where...tourists...come...to...visit...from...all...around...the...world...and...to...their...online...website...</p> <p>2 ...since...people...are...coming...from...all...around...the...world,...it's...allowing...different...currencies...to...enter...this...place...</p> <p>3 ...most...of...the...tourists...will...give...it...attention...during...its...early...stage...because...the...resort...is...brand...new,...so...the...service...is...definitely...excellent...</p> <p style="text-align: right;">..... 3[6]</p>	<p>1 The first point is not relevant to an ecotourist.</p> <p>2 The candidate correctly identifies a feature here.</p> <p>Mark awarded for (a) (i) = 1 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>3 The candidate fails to describe three characteristics of the growth stage, such as pricing strategy changes, promotional changes, etc.</p> <p>Mark awarded for (b) = 0 out of 6</p>

Example Candidate Response – low, continued	Examiner comments
<p>(c) Explain two reasons why marketing and promotion might be important to tourism organisations, such as Semkong Beach Resort.</p> <p>1 ...because...most...of...the...people...would...actually...pay... ...money...to...travel...for...a...vacation...that's...why...promotion ...is...important,...specially...online,...because...The...chances... ...are...higher...of...more...people...knowing...about...it...Than...4 ...local.</p> <p>2 if the marketing is done right by an expert, the business will be successful. it will attract tourists, even not the local of the place.</p> <p>[6]</p>	<p>4 There is an attempt at identifying a reason why marketing and promotion might be important but the amplification is weak and lacking in detail.</p> <p>Mark awarded for (c) = 1 out of 6</p>
<p>(d) Using the AIDA principle, evaluate the effectiveness of the advertisement shown in Fig. 2 (Insert).</p> <p>* provided two ways of promotion and connection... so their customers could keep in touch... one of them is online, by setting up a website “www.semkongbeachresort.com” that has all the information customers need to know like the fees they need to pay, facts and information and pictures of the resort.</p> <p>They also provided a phone number which is in book direct or travel agent.</p> <p>providing more than one way to communicate with the customer is always great, first, because it's easier for them to find places and know information about the place they visit, second, having all the information on the website makes the customer feels safe and differ between a scam and a legit real ad /website</p> <p>[Total: 25]</p>	<p>5 The candidate has addressed the 'action' element of the AIDA principle here, highlighting contact information.</p> <p>6 There is no attempt to include all the aspects of AIDA and no attempt to evaluate.</p> <p>Mark awarded for (d) = 0 out of 9</p> <p>Total mark awarded = 4 out 25</p>

How the candidate could have improved the answer

- (a) (i)** The candidate identified one correct element here, but the first point ('warm temperatures') is not relevant to an ecotourist.
- (b)** The candidate failed to describe three characteristics of the growth stage, such as pricing strategy changes, promotional changes, etc. The question required awareness of the characteristics of an organisation at the growth stage, such as a growth in profits, an increase in visitor numbers and the realisation that the product is a developing and growing success.
- (c)** There was a weak attempt to show that marketing and promotion have an important role in attracting more customers, but the candidate failed to develop this adequately.
- (d)** The candidate made no attempt to describe the AIDA principle. There was little understanding of the term and therefore no explanation or evaluation were provided.

Common mistakes candidates made in this question

- (a) (i)** Some candidates just listed particular features, such as the restaurant, which would appeal to all visitor types.
- (b)** A few candidates merely gave a general description of the product life cycle model.
- (c)** This question was generally answered well. Candidates were required to give two reasons why marketing and promotion might be important to tourism organisations, then explain why. However, many candidates listed all the reasons without any explanation or application to the context of Semkong Beach Resort and so were only given limited credit.
- (d)** Some candidates appeared unfamiliar with the AIDA abbreviation. Many good answers summarising the strengths and weaknesses of the advertisement did not gain credit because they included no reference to the AIDA model.

Question 3

Example Candidate Response – high	Examiner comments				
<p>Refer to Fig. 3 (Insert), a situation analysis of tourism in Norway, a country in Western Europe.</p> <p>(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only one statement under each heading.</p> <table border="1" data-bbox="228 422 994 698"> <tr> <td data-bbox="228 422 616 541">One Strength of tourism in Norway 7</td><td data-bbox="616 422 994 541">One Weakness of tourism in Norway 3</td></tr> <tr> <td data-bbox="228 541 616 698">One Opportunity for tourism in Norway 5</td><td data-bbox="616 541 994 698">One Threat to tourism in Norway 1</td></tr> </table> <p style="text-align: right;">① [4]</p> <p>(b) Innovation Norway, the national organisation responsible for tourism in Norway, aims to develop a brand image for adventure tourism.</p> <p>Explain how each of the following might be used to develop a brand image:</p> <ul style="list-style-type: none"> • promotion <p>.....television advertisements could be used to show display.....Norway as an adventure tourism destination using.....etc both video and sound media. This would increase.....awareness and attract new customers.....</p> <ul style="list-style-type: none"> • brand loyalty <p>.....membership to specific hotels or adventure sites.....could be offered to ensure repeat business.....and this would create a good brand image.....</p> <p>.....</p> <ul style="list-style-type: none"> • price <p>.....a pricing policy such as sustainable pricing could be.....implemented to ensure the customer see the prices.....as suitable and worth receiving value for their.....money - leading to creation of a good brand image.....</p> <p style="text-align: right;">② [6]</p>	One Strength of tourism in Norway 7	One Weakness of tourism in Norway 3	One Opportunity for tourism in Norway 5	One Threat to tourism in Norway 1	<p>① The candidate answers this question accurately.</p> <p>Mark awarded for (a) = 4 out of 4</p> <p>② The candidate correctly explains each element.</p> <p>Mark awarded for (b) = 6 out of 6</p>
One Strength of tourism in Norway 7	One Weakness of tourism in Norway 3				
One Opportunity for tourism in Norway 5	One Threat to tourism in Norway 1				

Example Candidate Response – high, continued	Examiner comments
<p>(c) Explain two ways in which tourism providers in Norway might adapt their products to cater for the adventure tourist.</p> <p>1 ... The natural features such as lakes or mountains could be used to offer adventure activities such as rafting or rock-climbing. Accommodation providers could offer trips to these natural features to carry out these activities. 3</p> <p>2 ... Transport providers could offer direct trips to the areas which might be remote but offer adventure tourist activities e.g. a direct flight to a secluded mountain lake or mountain. 4</p> <p>[6]</p>	<p>3 The candidate clearly identifies and then explains two ways in which tourism providers in Norway might adapt their products.</p> <p>4 Expanding point 2 would have earned more marks, for example improving services to ensure that there is sufficient equipment to hire and providing tuition to cater for all ages.</p> <p>Mark awarded for (c) = 4 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(d) Evaluate the factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products.</p> <p>Firstly, the seasonality might affect the choice of pricing policies because there might be a peak period (e.g. June–July for winter rafting) when higher prices can be set and there might be a period where less customers come so lower prices can be set. Variable pricing would prove to be more profitable. The competition between tourism providers for adventure tourism products would affect the pricing policies because prices might have to be lowered to compete with competitors or gain competitive advantage. Lastly, the economy's strength could affect pricing policies. If there is a recession, prices would be higher during syn economic boom than recession. Overall, the following factors could greatly affect the pricing policy but seasonality can have the greatest influence when dealing with adventure tourism products because the seasons/ climate can have a great influence on customer arrivals for adventure tourism therefore affecting the pricing policies. [9]</p>	<p>5 The candidate clearly identifies the factors that might influence tourism providers in their choice of pricing policies.</p> <p>6 Evaluation of the factors included here.</p> <p>Marks awarded for (d) = 8 out of 9</p> <p>Total mark awarded = 22 out of 25</p>

How the candidate could have improved the answer

(c) The candidate clearly identified and then explained the ways in which tourism providers in Norway might adapt their products. The candidate would have gained higher marks if they had expanded this to mention improving services to ensure there was sufficient equipment to hire and providing tuition to cater for all ages of customers.

(d) The candidate clearly identified factors that might influence tourism providers in their choice of pricing policies. Making an overall judgement in the conclusion would have helped to gain full marks.

Example Candidate Response – middle	Examiner comments								
<p>Refer to Fig. 3 (Insert), a situation analysis of tourism in Norway, a country in Western Europe.</p> <p>(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only one statement under each heading.</p> <table border="1" data-bbox="223 345 959 608"> <tr> <td data-bbox="223 345 584 467">One Strength of tourism in Norway</td> <td data-bbox="584 345 959 467">One Weakness of tourism in Norway</td> </tr> <tr> <td data-bbox="223 467 584 608">4</td> <td data-bbox="584 467 959 608">3</td> </tr> <tr> <td data-bbox="223 467 584 608">One Opportunity for tourism in Norway</td> <td data-bbox="584 467 959 608">One Threat to tourism in Norway</td> </tr> <tr> <td data-bbox="223 608 584 608">5</td> <td data-bbox="584 608 959 608">1</td> </tr> </table> <p style="text-align: right;">[4]</p> <p>(b) Innovation Norway, the national organisation responsible for tourism in Norway, aims to develop a brand image for adventure tourism.</p> <p>Explain how each of the following might be used to develop a brand image:</p> <ul style="list-style-type: none"> • promotion <p>By promoting the brand by creating brochures, flyers, advertisement including pictures and information about adventure tourism to attract customers from all age groups. 2</p> <ul style="list-style-type: none"> • brand loyalty <p>Brand loyalty is by making the brand unique, it means the brand must have a logo, certain chosen colors, font to be different than any other brand. To create a brand loyalty. 3</p> <ul style="list-style-type: none"> • price <p>By offering special offers, this will attract the customers. For example penetration strategy, offering products with high price then the price decreases by time. There must be a good price set. 4 [6]</p>	One Strength of tourism in Norway	One Weakness of tourism in Norway	4	3	One Opportunity for tourism in Norway	One Threat to tourism in Norway	5	1	<p>1 The candidate answers this question accurately.</p> <p>Mark awarded for (a) = 4 out of 4</p> <p>2 The candidate correctly identifies brochures, flyers and advertisements here. However, the answer does not explain their use in developing a brand image.</p> <p>3 Brand loyalty is not clearly explained.</p> <p>4 Price is not explained in relation to brand image.</p> <p>Mark awarded for (b) = 1 out of 6</p>
One Strength of tourism in Norway	One Weakness of tourism in Norway								
4	3								
One Opportunity for tourism in Norway	One Threat to tourism in Norway								
5	1								

Example Candidate Response – middle, continued	Examiner comments
<p>(c) Explain two ways in which tourism providers in Norway might adapt their products to cater for the adventure tourist.</p> <p>1 They might adapt their products to cater for the adventure tourist, by doing special offers that include adventure activities such as climbing mountains, walking in forests etc, and visiting the popular inns/hotels, and this will attract the adventure tourist. 5</p> <p>2 By providing trips to visit lakes, where the adventure tourist might take a tour with a boat and starts fishing, or during climbing the mountains explore new things he never saw before and sleep in tents over the night to make it adventurous [6]</p>	<p>5 Two ways of adapting products for the adventure tourist are given, but not in sufficient detail.</p> <p>Mark awarded for (c) = 4 out of 6</p>
<p>(d) Evaluate the factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products.</p> <p>The factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products are 2 strategies: Penetration and Skimming strategy.</p> <p>The skimming strategy may lead the adventure tourism product to risk, because the prices are set very cheap then it increases by time, so customers may think that the product is bad, so the penetration strategy is better, because the prices on the product are set highly, then it decreases by time. For example special offers made to attract the customers and this will influence the tourism providers in Norway in a positive way and doesn't put them in a risk, but the product they sell must fulfil the customer need to gain customer satisfaction.</p> <p>And evaluate by collecting primary market research [9]</p>	<p>6 The factors that might influence pricing policies are not accurately explained or evaluated.</p> <p>Mark awarded for (d) = 0 out of 9</p> <p>Total mark awarded = 9 out of 25</p>

How the candidate could have improved the answer

(b) This candidate needed to identify more accurately the ways in which certain strategies would enhance brand identity. The candidate correctly cited advertisements as a means of promotion. There was also an attempt to explain brand loyalty, but the explanation wasn't clear and there was no development of possible methods, such as brand loyalty cards or schemes. Finally, there was no clear link made between price and brand loyalty.

(c) The candidate attempted to consider two ways of adapting products for the adventure tourist, but not in sufficient detail. Product features such as proximity to water, etc., should have been considered more fully here.

(d) Unfortunately the candidate did not explain or evaluate the factors that might influence tourism providers in their choice of pricing policies here. There were many factors that could have been considered, such as seasonality and the use of special pricing policies during peak and off-peak periods.

Example Candidate Response – low	Examiner comments				
<p>Refer to Fig. 3 (Insert), a situation analysis of tourism in Norway, a country in Western Europe.</p> <p>(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only one statement under each heading.</p> <table border="1" data-bbox="222 348 944 595"> <tr> <td data-bbox="222 348 579 482">1 One Strength of tourism in Norway there was recently a successful campaign to attract target tourists in Japan, China and Russia</td><td data-bbox="579 348 944 482">One Weakness of tourism in Norway Norway is not a member of the European Union.</td></tr> <tr> <td data-bbox="222 482 579 595">One Opportunity for tourism in Norway Norway has a number of ice hotels which are very popular</td><td data-bbox="579 482 944 595">One Threat to tourism in Norway In 2014, visitors from Italy, Germany and Spain declined</td></tr> </table> <p>[4]</p> <p>(b) Innovation Norway, the national organisation responsible for tourism in Norway, aims to develop a brand image for adventure tourism.</p> <p>Explain how each of the following might be used to develop a brand image:</p> <ul style="list-style-type: none"> • promotion by developing a brand new image ^{of} for adventures for tourists, promotion is the best thing to do, either online or in newspapers or billboards by also posting pictures of the place. 2 • brand loyalty by having a name or a big brand to advertise the place, most people will be loyal to it because they're loyal to the brand that's promoting the adventures of tourists in Norway. 3 • price by decreasing the prices, more people will visit the place, and a bigger income will be made because a lot of people can afford it, but if it's expensive, not everyone will be financially ready to go on a visit vacation. 4 	1 One Strength of tourism in Norway there was recently a successful campaign to attract target tourists in Japan, China and Russia	One Weakness of tourism in Norway Norway is not a member of the European Union.	One Opportunity for tourism in Norway Norway has a number of ice hotels which are very popular	One Threat to tourism in Norway In 2014, visitors from Italy, Germany and Spain declined	<p>1 The candidate has not followed the instruction to use the numbers to complete the table here.</p> <p>Mark awarded for (a) = 1 out of 4</p> <p>2 The candidate accurately identifies billboards and newspapers as a means of promotion.</p> <p>3 There is an attempt to explain brand loyalty here, but the explanation is unclear.</p> <p>4 No clear link to brand loyalty here.</p> <p>Mark awarded for (b) = 1 out of 6</p>
1 One Strength of tourism in Norway there was recently a successful campaign to attract target tourists in Japan, China and Russia	One Weakness of tourism in Norway Norway is not a member of the European Union.				
One Opportunity for tourism in Norway Norway has a number of ice hotels which are very popular	One Threat to tourism in Norway In 2014, visitors from Italy, Germany and Spain declined				

Example Candidate Response – low, continued	Examiner comments
<p>(c) Explain two ways in which tourism providers in Norway might adapt their products to cater for the adventure tourist.</p> <p>1 since norway has a number of ice hotels which are very popular they could use that to attract tourists, specially the ones who come from places that is hot all year around, by these these ice hotels, they might start up ice therapy classes which relaxes the body after a long day of walking around</p> <p>2 norway is known for its music and genre the non-mainstream genres like black metal which might be interesting to some of the tourists like myself, i've been there and the shows were 5 entertaining entertaining it was an experience that I only get to experience once which makes 6 it special!</p>	<p>5 The candidate does not answer the question here. They could have considered particular features, such as the proximity of the location to water, etc.</p> <p>6 This comment is not relevant to the question of catering for an adventure tourist.</p>
<p>(d) Evaluate the factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products.</p> <p>Since they already own natural features, such as lakes, mountains which could attract tourists tourists also it attracts tourists from other than countries in over europe.</p> <p>they also have have a number of ice hotels which are very popular.</p> <p>so these ^{These} are advantages that might influence providers in norway in their choice of pricing policies for adventure tourism products, which is worth it, because the tourists gets to have a lot of adventures due to the beautiful and artistic places in country, norway.</p> <p>norwegian people get to pay way less than tourists, first, because they own the facilities because they have the nationality, foreigners get to pay more to increase the income, due to the different nationalities and countries currencies 7 [9]</p>	<p>7 The relevant factors are not considered here.</p>

How the candidate could have improved the answer

- (a) The candidate did not follow the instruction to use the numbers to complete the table.
- (b) The candidate should have clearly identified the ways in which certain approaches would enhance brand identity. There was an attempt to explain brand loyalty, but this was unclear, and there was no development of the idea of using brand loyalty cards or schemes. Finally, there was no clear link made between price and brand loyalty.
- (c) The candidate did not answer the question by considering the features of the location, such as its proximity to water, that would be suitable for the activities an adventure tourist might want. Some comments were not relevant to the question and the candidate needed to make a clearer link to other potential adventure activities, such as biking or climbing.
- (d) Unfortunately the candidate did not explain or evaluate the factors that might influence tourism providers in their choice of pricing policies here. There were many factors that could have been considered, such as seasonality and the use of special pricing policies during peak and off-peak periods.

Common mistakes candidates made in this question

- (b) Most responses were descriptive, giving specific examples of promotion techniques or pricing policies, but without making any link to the development of a specific brand image for adventure tourism.
- (c) Many responses just gave a description of the particular features of Norway – lakes, mountains, ice hotels – without explaining how holiday products based round these features could be adapted to cater for adventure tourists.
- (d) Some candidates discussed the range of pricing policies that Norway's tourism providers might use in general, and did not focus on pricing policies for adventure tourism products, as asked by the question.

Question 4

Example Candidate Response – high	Examiner comments
<p>Refer to Fig. 4 (Insert), information about rail travel in the USA.</p> <p>(a) Using Fig. 4 (Insert), identify the following:</p> <ul style="list-style-type: none"> (i) the two ways in which rail travel providers in the USA have adapted their product to cater for cultural tourists. <ul style="list-style-type: none"> 1 providing free tours to visit national museums at every seat bought. 2 Rail routes stopping at Washington to see the Lincoln memorial. (ii) two competitors of rail travel. <ul style="list-style-type: none"> 1 Self-drive car hire 2 quick flights <p>(b) Explain three pricing policies which might be used by rail travel providers to attract customers.</p> <p>1 Bundle Pricing: A set percentage of discount can be given after every set number of seats (e.g. 10% off on 6th seat booked or 1 seat for \$10, 2 seats for \$16). This would attract people travelling in groups and might also attract customers so that their cost of travelling reduced giving an company a competitive edge.</p> <p>2 Charging seats or competitive pricing: This is in order to place the rail provider within certain category and create a certain brand image for the customer & so that they are attracted to it and compelled to purchase it.</p> <p>3 Psychological Pricing: This is to attract price sensitive customers as they would be getting better value for money compared to other providers of transport. This is likely to result in maximum number of sales and hence higher profits as long as quality is maintained.</p>	<p>1 The candidate identifies correct information from Fig. 4 here.</p> <p>Mark awarded for (a) (i) = 2 out of 2</p> <p>Mark awarded for (a) (ii) = 2 out of 2</p> <p>2 The candidate identifies three correct pricing policies here. Good links demonstrated for rail travel providers.</p> <p>3 Three pricing policies explained fully.</p> <p>Mark awarded for (b) = 6 out of 6</p>

Example Candidate Response – high continued	Examiner comments
<p>(c) Explain the advantages to the providers of rail travel in the USA of using each of the following distribution channels:</p> <ul style="list-style-type: none"> • direct selling <i>The providers of rail travel will be able to keep a bigger percentage of the selling price (thus more profit) due to the lack of intermediaries. Also, reputation of the rail provider will not be damaged due to error on part of the intermediaries. Lastly, customers can get to know exact details as the rail travel company lies less to knowledge thus increasing satisfaction and less booking errors.</i> 4 • wholesalers <i>Wholesalers can act as providers of rail travel know about changes in market trend and any customer's concern thus helping them improve as an overall unit which leads to increased customer satisfaction. Wholesalers can deal with all the providers. Thus, reducing costs and work burden for the rail travel provider. Lastly, the rail travel providers can get to know about competitor's moves as the wholesaler will be in contact with many rail providers.</i> 5 [6] 	<p>4 The candidate clearly explains two advantages here.</p> <p>5 The candidate notes that using wholesalers can save time and effort for staff.</p> <p>Mark awarded for (c) = 6 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(d) Evaluate how the product-service mix may be used by providers of rail travel in the USA to overcome the competition from other transport providers on routes across the USA.</p> <p>By providing all-inclusive rail packages comprising of usually travel and accommodation it means that the rail company will gain a competitive edge over other transport providers as consumers prefer to have all of their requirements fulfilled from one place. Also, the rail company may also experience economies of scale which will give it a price advantage over other transport services especially with price sensitive customers. As the rail travel providers give an opportunity to explore numerous and other national monuments many interested tourists will choose rail over eg. flights as it does not provide the same opportunity. The product service mix used by rail providers caters to a larger number of target customers (singular one destination to another, historically interested, culturally interested, sightseers etc.) as compared to flights which does not provide such opportunities as there are no opportunities for sightseeing. [9]</p>	<p>6 Good use of marketing terminology.</p> <p>7 The candidate begins to evaluate here.</p> <p>8 Product-service mix identified and explained.</p> <p>9 An attempt at evaluation here. More evaluative comments would gain higher marks.</p> <p>Mark awarded for (d) = 7 out of 9</p> <p>Total mark awarded = 23 out of 25</p>

How the candidate could have improved the answer

(d) The candidate used marketing terminology effectively and showed good understanding of the product-service mix. There was an attempt at evaluation and a judgement summing up would have concluded the whole response well.

Example Candidate Response – middle	Examiner comments
<p>Refer to Fig. 4 (Insert), information about rail travel in the USA.</p> <p>(a) Using Fig. 4 (Insert), identify the following:</p> <p>(i) the two ways in which rail travel providers in the USA have adapted their product to cater for cultural tourists.</p> <p>1 Stops at museums. 2 Rail routes to cultural destinations. [2]</p> <p>(ii) two competitors of rail travel.</p> <p>1 Airlines 1 2 Car hire. [2]</p> <p>(b) Explain three pricing policies which might be used by rail travel providers to attract customers.</p> <p>1 Variable pricing - As many budget tourists are travelling, the prices are kept low and also priced according to different seasons such as summer etc. 2 Special offers - There will be special offers and promotions given on rail tickets and rail routes due to different seasons, tours, groups etc. 3 Discount pricing - Due to regular travels or tour package travelling tourists will get the chance to benefit discount on their rail tickets. [6]</p>	<p>1 Two accurate ways given. Mark awarded for (a) (i) = 2 out of 2 Mark awarded for (a) (ii) = 2 out of 2</p> <p>2 Promotional pricing correctly explained but not identified as a policy.</p> <p>3 Pricing mechanisms correctly identified. Mark awarded for (b) = 5 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(c) Explain the advantages to the providers of rail travel in the USA of using each of the following distribution channels:</p> <ul style="list-style-type: none"> • direct selling The providers do not need 4 to spend money on travel agencies to sell their tickets, therefore, they can use the internet to do direct selling to people with discounts and special offers which is also 24/7. • wholesalers They can sell the rail tickets directly via internet or through travel agents but in the process 6 the company will get the chance to sell their tickets fast as wholesalers also conducts familiarization trips. 	<p>4 The candidate correctly identifies money saving as an advantage here.</p> <p>5 Use of direct method on the Internet identified.</p>
<p>(d) Evaluate how the product-service mix may be used by providers of rail travel in the USA to overcome the competition from other transport providers on routes across the USA.</p> <p>The product-service mix can be used as the particular rail travelling tickets are being sold, it can also be promoted to the people in a better way for example; using a colourful logo with a slogan will attract customers towards the product for example: Trains etc. Creating a good brand image using these can promote the product in a better way to the market. 7 overcoming competitors. But the other competitors can also copy this or advertise promotions. Besides this, the service mixed up with the product can be enhanced advertising train tour packages and providing services to gain customer satisfaction. 8</p>	<p>Mark awarded for (c) = 3 out of 6</p> <p>6 The candidate does not fully explain the advantage of using wholesalers. Distribution to the retailer should have been further explained.</p> <p>7 Product-service mix not fully explained.</p> <p>8 The candidate identifies the provision of services to gain customer satisfaction.</p>

How the candidate could have improved the answer

- (b)** The candidate accurately identified two pricing policies relevant for rail travel providers. The policy of promotional pricing was not explicitly stated, so the candidate lost one mark here.
- (c)** The candidate clearly explained the advantages to providers of rail travel in the USA of using direct selling. However, they did not fully develop their explanation of the advantages of using wholesalers or the distribution to retailers.
- (d)** The candidate confused product-service mix with branding. Some elements were identified, such as providing services to gain customer satisfaction, but there should have been more exploration of product ranges and quality service elements related to rail travel.

Example Candidate Response – low	Examiner comments
<p>Refer to Fig. 4 (Insert), information about rail travel in the USA.</p> <p>(a) Using Fig. 4 (Insert), identify the following:</p> <ul style="list-style-type: none"> (i) the two ways in which rail travel providers in the USA have adapted their product to cater for cultural tourists. <ul style="list-style-type: none"> 1 Take in the cultural and scenery..... 2 The historic line 1.....[2] (ii) two competitors of rail travel. <ul style="list-style-type: none"> 1 New York 2..... 2 Chicago.....[2] <p>(b) Explain three pricing policies which might be used by rail travel providers to attract customers.</p> <ul style="list-style-type: none"> 1 DISCOUNT pricing policy:- The 3exaple may come early so travel provider might sold out all the product and discount offers and reduce the price. 2 Market Penetration :- Skimming :- They might launch their product with high price 4 and good Quality product this may attract customer. 3 Brand Image 5- The product / service which Quality and Quantity and has brand image (popular product / service).....[6] 	<p>1 The candidate has not taken their answers from Fig. 4, i.e., <i>free guided tours, choice of routes</i>.</p> <p>2 The candidate incorrectly identifies two destinations, not two competitors here. The answers should be <i>domestic airlines and self-drive car hire</i>.</p> <p>Mark awarded for (a) (i) = 0 out of 2</p> <p>Mark awarded for (a) (ii) = 0 out of 2</p> <p>3 Discount pricing is a correct response but it is not explained fully.</p> <p>4 Price skimming is not an acceptable response.</p> <p>5 Brand image is not a pricing policy.</p> <p>Mark awarded for (b) = 2 out of 6</p>

Example Candidate Response – low, continued	Examiner comments
<p>(c) Explain the advantages to the providers of rail travel in the USA of using each of the following distribution channels:</p> <ul style="list-style-type: none"> • direct selling :- The customer can get direct response 6 and can contact with the owner of the product and the customer will also be satisfied with the product which rail travel provides. • wholesalers The product directly goes to the retailer. Wholesalers cannot contact directly 7 to the customer because the retailers buy in bulk but the customer buys in less quantity. <p>[6]</p>	<p>6 The question asks for the advantages to the providers of rail travel, not to the customer.</p> <p>7 The explanation of the advantages of using wholesalers is not fully developed. Distribution to retailer should be further explained.</p>
<p>(d) Evaluate how the product-service mix may be used by providers of rail travel in the USA to overcome the competition from other transport providers on routes across the USA.</p> <p>1. DISCOUNT :- They may give discount to the customer compare to their competitors or they may give set low prices and attract all the customers</p> <p>2. PRICE :- Price may affordable for the customers</p> <p>3. Place :- The place may located near 7 the city compare to their competitors</p> <p>4. Product :- The product / service may have good quality and attract customer</p> <p>5. PROMOTION :- The promotion of the product is advertise all over the world and give attention.</p> <p>[9]</p>	<p>Mark awarded for (c) = 0 out of 6</p> <p>7 The candidate has not clearly identified the product-service mix here, nor evaluated any methods for overcoming competition, e.g. making the product more comfortable, offering quality service options, adding more choice of food and facilities.</p> <p>Mark awarded for (d) = 0 out of 9</p> <p>Total mark awarded = 2 out of 25</p>

How the candidate could have improved the answer

- (a) (i)** Unfortunately neither answer here was taken from Fig. 4.
- (a) (ii)** The candidate gave two destinations, not two competitors.
- (b)** Discount pricing was a correct response but it was not fully explained. Price skimming was not acceptable as it was not relevant to the context here. Brand image is not a pricing policy.
- (c)** The question asked for the advantages to the providers of rail travel, not to the customer. The candidate's explanation of the advantages of using wholesalers was not fully developed, and distribution to the retailer should have been further explained.
- (d)** The product-service mix was not clearly identified, and no methods to overcome competition were given, e.g. making the product more comfortable, offering quality service options, or adding more choice of food and facilities. There was clearly no understanding of the product-service mix.

Common mistakes candidates made in this question

- (b)** Candidates should be encouraged to consider the context of the question carefully before describing relevant pricing policies.
- (c)** Many answers did not demonstrate full understanding of the distribution channels. Most candidates tended to describe the distribution channels, rather than consider the advantages of each channel to a transport provider.
- (d)** Many responses were more relevant for a full marketing mix question than a question about a product-service mix.

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