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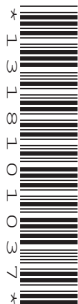
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CENTRE
NUMBER

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TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

October/November 2022

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Any blank pages are indicated.

(c) Explain why the following **two** pricing policies would be suitable at the introductory stage of the Product Life Cycle.

Market penetration

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Market skimming

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[6]

2 Refer to Fig. 2.1 (Insert), an advertisement for Wet and Wild Activity Centre.

(a) (i) Identify **two** target markets likely to visit the activity centre.

1

2 [2]

(ii) Identify **two** perishable products offered by the activity centre.

1

2 [2]

(b) Explain how **each** of the following factors might influence the choice of location for an activity holiday provider.

Availability of staff

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Access/transport links

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Costs

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..... [6]

(c) Explain **three** benefits to the Wet and Wild Outdoor Activity Centre of offering package holidays.

1

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[6]

3 Refer to Fig. 3.1 (Insert), a diagram showing the methods of promotion and a press release for Alpaca Tours.

(a) Using the information in Fig. 3.1 complete the table below by inserting the correct letter to identify the method of promotion being described.

Method of Promotion	Letter
Personal Selling	
Sales Promotion	
Direct Marketing	
Public Relations	

[4]

(b) Explain **three** disadvantages to tourists of booking a tour independently rather than booking a package holiday with Alpaca Tours.

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[6]

(c) Explain **two** disadvantages of using online travel services to book a holiday.

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[6]

4 Refer to Fig. 4.1 (Insert), a marketing email from SunshineClub Holidays.

(a) (i) Define the term 'customer loyalty'.

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..... [1]

(ii) Give **three** rewards loyal customers may receive.

1
2
3 [3]

(b) Describe **each** of the following promotional pricing policies:

competitive pricing
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prestige pricing
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price bundling
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[6]

(c) Explain **three** ways SunshineClub Holidays can achieve customer loyalty.

1

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[6]

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