



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL & TOURISM

7096/22

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 **two** disadvantages of using online travel services to book a holiday.

1

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2

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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'.

.....
..... [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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2

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3

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[6]

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