CAMBRIDGE
International Education

Cambridge O Level

TRAVEL & TOURISM **7096/23**

Paper 2 Managing and Marketing Destinations **October/November 2025**

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

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Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
	Benefit of doubt given
	Content of response too vague
	Not answered question
	Repetition
	Page or response seen by examiner
	Blank page
	Knowledge
	Application
	Analysis
	Evaluation

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Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

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Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	The response contains a range of explained valid points. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	The response contains some explained valid points. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	The response is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	Includes an explanation of why more than two points mentioned are relevant/suitable to the context of the question. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	Includes an explanation of why two points mentioned are relevant/suitable to the context of the question. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	One point has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Question	Answer	Marks
1(a)	**Suggest <u>three</u> factors that affect marketing.** Award one mark for the correct identification of each factor. • Target market (1) • Appropriate timing (1) • Consideration of costs (1) • Use of brand image (1) • Reputation (1) • Monitoring methods (1) Credit only these.	**3**
1(b)	**Explain <u>two</u> disadvantages of using retailers to sell an e-bike holiday.** Award one mark for the correct identification of a disadvantage and a further mark for the correct explanation of each disadvantage. • Lack of specialist knowledge in e-bike holidays (1) can result in lack of accurate information and guidance for customers who are seeking expert advice. (1) • Retailers often add their own mark up on the price (1); this can lead to higher prices for customers of e-bike holidays. (1) • Retailers act as intermediaries (1) have less control over customer service. (1) • Retailers may not offer the correct products for e-bike holidays (1), this will result in a less customers. (1) Credit all valid reasoning in context.	**4**
1(c)	**Explain <u>two</u> ways a tour operator might use special offers as a marketing tool.** Award one mark for the correct identification of a way and a further one mark for the correct explanation of each way. • Limited time promotions / seasonal offers / discounts (1); makes the price more affordable so appeals to potential customers. (1) • Give free upgrades or added amenities (1); differentiates themselves from competitors so gain a competitive advantage. (1) • Loyalty programmes to retain customers (1); special offers are given as a thank you for being repeat customers. (1) • Create exclusive experiences (1); appeals to customers who want something different and are prepared to pay for it. (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
1(d)	**Discuss the advantages to destinations of offering e-bike holidays.** Follow the point-based marking guidance at the top of this mark scheme and use **Table A** to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks AO4 out of three marks. Responses may include the following, and any other valid points should be accepted. AO1 Knowledge and Understanding • Promotes sustainable tourism – e-biking minimises the environmental impact compared to traditional methods of transport, which promotes sustainable tourism. • E-biking will attract a wider range of tourists which will contribute to the development of the destination. • Interaction with local culture – e-biking can encourage positive social and cultural interaction. AO3 Analysis • E-biking is environmentally friendly and does not produce any emissions. Destinations will have less air pollution. • These destinations will need specialised infrastructure creating employment for the local community building and maintaining these infrastructures. • E-biking holidays will be attracting a new segment of tourists. Locals can introduce tourists to their culture, food and traditions. AO4 Evaluation • E-biking tourists explore on a bike, reducing the negative impacts of traditional modes of transport, produce less harmful emissions and help reduce air pollution. This growing market can help destinations to differentiate themselves from their competitors. • Designated bike lanes will be needed, also bike rental shops, repair shops, charging stations and accommodation that caters to the bikers' needs and budget. This leads to employment for the locals and promotes local businesses. • Tourists on e-bikes can reach the remote small towns and villages. They will be able to interact with the local communities and live amongst them, benefiting the local economy of these towns and villages. Credit all valid reasoning in context.	**9**

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Question	Answer	Marks
2(a)	**Suggest <u>three</u> tourist types the 'If you seek' campaign is trying to attract.** Award one mark for correct definition • International tourists (1) • Adventure tourists (1) • Cultural tourists (1) • Premium travellers (1) • Responsible tourists / sustainable tourists (1) Credit only these.	**3**
2(b)	**Explain <u>two</u> ways the 'If you seek' campaign is likely to empower indigenous communities.** Award one mark for each correct way identified and a further one mark for the explanation of each way. • The aim is for tourists to engage with / experience the Māori people (1); this helps protect and preserve / feel pride in their culture. (1) • Raise awareness about issues faced by indigenous communities (1); helps to motivate them to act. (1) • Provides education / resources / guidelines (1) contributing to the well-being of these communities. (1) • Builds a strong relationship / partnership with indigenous communities (1) helping communities to participate in decision making and contribute to positive change. (1) Credit all valid reasoning in context.	**4**
2(c)	**Explain <u>two</u> ways travel and tourism organisations can extend the life cycle of their products.** Award one mark for each correct way identified and a further one mark for the explanation of each way. • Develop products to cover new trends and customer preferences (1); fresh and appealing products will attract a wider range of customers. (1) • Target different market segments (1) diversifying their products and services. (1) • Marketing and promotion / digital marketing / targeted marketing campaigns (1) creates awareness / attracts a larger customer base. (1) • Market research used for feedback (1) helps to stay ahead of competitors / ensures a longer life for the product. (1) • Lower prices (1); more customers / customer will make purchases if they feel they are getting value for money. (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
2(d)	**Discuss how New Zealand can minimise the negative sociocultural impacts of overtourism.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following, and any other valid points should be accepted. AO2 Application • Prioritise sustainable tourism practices. • Through environmental conservation which can be achieved by the promotion of ecotourism. • Engaging with local communities. • Develop and enforce visitor management / strategic plans focused on cultural preservation. • Diversifying tourism products beyond the traditional hotspots to encourage visitors to explore other regions. AO3 Analysis • Encouraging sustainable tourism practices and responsible behaviour is essential for minimising impacts. Promote responsible tourism and ensure that there is long term preservation of its nature and culture. • New Zealand has a large number of national parks, reserves, and protected areas that safeguard its unique ecosystems and cultural heritage sites. • Working with indigenous communities is crucial in minimizing the sociocultural impacts of overtourism. Involving local communities in decision-making processes and empowering them to actively participate in tourism development means local communities can have a greater say. • In planning and management ensuring that they benefit from it. • New Zealand can implement management strategies to help control the number of tourists and distribute them evenly across different regions and attractions. • If New Zealand relies on only a few popular tourist attractions or regions then it can increase the sociocultural impacts of overtourism. Visitors should be spread across different regions and activities and sustainably engage with locals.	**9**

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Question	Answer	Marks
2(d)	AO4 Evaluation • New Zealand can promote sustainable tourism practices through educational campaigns and tourism information centres that provide guidance on respecting local customs, traditions, and culture. • Visitor quotas, preventing access during breeding seasons, and designated trails or paths have been implemented to prevent damage to fragile ecosystems. By carefully managing visitor numbers and activities within these protected areas, New Zealand aims to preserve the natural and cultural values that attract tourists. • Discussions with local residents allows them to voice their concerns, preferences, and suggestions regarding tourism activities. This ensures that tourism development agrees with their cultural values and aspirations and gives them a sense of ownership and pride in the preservation of their natural and cultural heritage. • Management strategies such as setting visitor limits, implementing reservation systems, and introducing peak-season pricing to encourage visitation during off-peak periods. By regulating visitor numbers, New Zealand can prevent overcrowding in popular areas and protect the sociocultural integrity of local communities. • New Zealand can promote its lesser-known destinations and support its community-based tourism initiatives. Māori cultural experiences can be promoted and local cultural heritage protected. By spreading tourism demand across a wider range of locations, the pressure on popular areas caused by overtourism can be reduced, allowing for a more sustainable distribution of visitors. Credit all valid reasoning in context.	

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Question	Answer	Marks
3(a)	**Other than price bundling, suggest <u>three</u> pricing strategies that might be suitable for Platinum Air.** Award one mark for the correct definition of each pricing strategy. • Discount pricing (1) • Variable pricing (1) • Promotional pricing (1) • Premium / prestige pricing (1) • Market penetration (1) Credit only these.	**3**
3(b)	**Explain <u>two</u> reasons why price bundling is a suitable pricing policy for Platinum Air to use.** Award one mark for the correct identification of a reason and a second mark for the explanation of each reason. • They can sell a bundled package at a discounted rate (1); this helps to fill empty seats / attract price sensitive customers. (1) • Selling a package of flight, accommodation and transfers (1) may encourage customers to purchase addition services or upgrade leading to increased profit. (1) • Offers customers convenience (1); customer does not have to buy all components separately which leads to customer satisfaction. (1) • Competitive advantage (1); selling a bundled package differentiates the airline from its competitors. (1) • Price bundling can lead to customer loyalty (1); this leads to repeat business and recommendations. (1) Credit all valid reasoning in context.	**4**
3(c)	**Explain <u>two</u> reasons why brand image is important to Platinum Air.** Award one mark for the correct identification of a reason and a further one mark for the explanation of each reason. • Brand image helps to establish a positive reputation (1); airlines are a very competitive industry. (1) • Strong brand image helps the airline to stand out from competitors (1); leads to a competitive advantage. (1) • Creates customer awareness (1); if a customer is aware of a particular brand, they will choose the airline they know. (1) • Brand image builds trust (1); gain increased customer numbers / sale / profit. (1) • Can attract partners in the business such as hotel providers (1); companies will consider going into partnership. (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
3(d)	**Discuss the role of demographics in travel and tourism marketing.** Follow the point-based marking guidance sat the top of this mark scheme and use **Table A** to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following, and any other valid points should be accepted. AO1 Knowledge and understanding • Demographic segmentation divides a broad customer market into smaller, more manageable groups based on shared characteristics. • Demographic product development is the tailoring of products and to specific customer segments. • Demographic communication strategies allow businesses to tailor their messages and offerings to specific groups of people based on common interests. • Demographic pricing strategies can tailor prices based on specific characteristics of different customer groups, maximizing revenue and market penetration. AO3 Analysis • If the tourism market is segmented, then it enables organisations to create targeted marketing campaigns for a specific segment. • By understanding the age range and interest of a potential traveller companies can design their product and services to cater to their needs. • Different demographics have different ways of communicating, different preferences and media habits. • By tourism companies knowing the different demographic groups they can tailor their pricing strategies to specific customer market segments.	**9**

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Question	Answer	Marks
3(d)	AO4 Evaluation • Segmenting an organisation can identify any patterns or trends which can help them decide on their marketing methods. Knowing the demographic group can make their campaigns suitable for that group to attract new and returning customers. If the company is offering high value products, they will focus their marketing efforts on high-income individuals or couples, but a budget airline may target younger travellers or students. • Customers come in all age ranges along with a variety of different interests. Companies will need to ensure that their products cater to the needs of a specific demographic. Families with children will require activities and amenities which are suitable to children, however, older adults may be looking for comfortable accommodation and cultural experiences. Thereby increasing relevance, satisfaction, and ultimately, market share. • Different generations will have different preferences of where they get their information from. If tourism companies know their preferences, they can choose the correct advertising and the most appropriate distribution channel to reach their target audience. Younger generations are more likely to be on social media, but older generations would probably prefer to see advertisement on TV or in printed form. • Different customer segments will be more price sensitive than others due to many factors such as age and disposable income. Younger travellers or students could have a lower budget and be more price sensitive compared to older travellers who may have more disposable income. Tourism companies can identify the different segments and adjust their pricing strategies accordingly. They can offer promotion prices for price sensitive travellers but maintain higher prices for the segments who are less price sensitive. Credit all valid reasoning in context.	

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Question	Answer	Marks
4(a)	**Suggest <u>three</u> ways Tropical Tours Samoa could collect customer feedback.** Award one mark for each correct suggestion stated. • Online reviews (1) • Online ratings (1) • Market research / surveys / focus groups (1) • Social Media (1) • Comment cards (1) • Customer service channels (1) • In person / face to face / direct (1) Credit only these.	**3**
4(b)	**Explain <u>two</u> benefits to Tropical Tours Samoa of changing its marketing mix.** Award **one mark** for the correct identification of a benefit and a further **one mark** for the explanation of each benefit. • Their products will meet the changes and preferences of customers (1); customers' needs and wants can change. (1) • They can regularly review pricing strategies (1); remain competitive and still remain profitable. (1) • They can identify new channels of distribution (1); reach a wider audience / gain / attract more customers. (1) • They can assess the effectiveness of / adapt their current promotional activities (1) to ensure they are reaching their target audience / customer satisfaction / awareness. (1) Credit all valid reasoning in context.	**4**
4(c)	**Explain <u>two</u> roles of national tourism organisations (NTOs) in managing tourist destinations.** Award **one mark** for the correct identification of a role and a further **one mark** for the explanation of each role. • Market and promote the destination both domestically and internationally (1), running campaigns / promotional material / websites. (1) • Developing new products and services (1) to attract new visitors. (1) • Develop a brand, image and reputation (1); encourages economic growth. (1) • Environmental management (1); ensure sustainable tourism practices are provided. (1) • Information services (1); provide tourists with accurate and up to date information. (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
4(d)	**Discuss the benefits to Tropical Tours Samoa of winning an industry award.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following, and any other valid points should be accepted. AO2 Application • Winning an award is a form of approval for Tropical Tours Samoa giving them an enhanced brand image / reputation / creditability. • Tropical Tours Samoa will have many new and improved marketing and promotional opportunities which will increase their visibility / awareness. • Tropical Tours Samoa winning an award confirms its quality and excellence, increases its visibility and is an advantage over its competitors. • Winning the award will give Tropical Tours Samoa more customers leading to increased revenue / market share. AO3 Analysis • Winning awards will show that Tropical Tours Samoa has achieved a high level in their field and gained a good reputation. It will give Tropical Tours Samoa a better image and acknowledgement within the industry. Customers are more likely to choose a company that has been recognised by industry experts. • Tropical Tours Samoa will be able to display the award logo / name on their website, on brochures and marketing material to attract new customers. • When a tour operator such as Tropical Tours Samos wins an award, they are able to showcase their achievements and recognition which will differentiate them from other tour operators in the market. • The recognition that Tropical Tours Samoa has gained from winning the award will increase their number of customers and increase their sales and profits.	**9**

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Question	Answer	Marks
4(d)	AO4 Evaluation • Winning the award serves to confirm the expertise, professionalism and their commitment to delivering exceptional experiences to their customers. This type of recognition can help to build up trust among potential customers. • Winning an award can act as a very powerful marketing tool. When a company has won an award for its outstanding services or products, it can influence customers decisions. • Winning awards can lead to increased publicity for Tropical Tours Samoa. More media coverage, features in travel magazines, press releases and travel blogs. This will attract new customers, partners and possibly new investors who are looking for a reputable company to invest in or collaborate with. • The travel and tourism industry is highly competitive so when a tour operator such as Tropical Tours Samoa wins an award it will help them to stand out in front of the crowd. With such a prestigious difference, customers are likely to choose Tropical Tours Samoa, leading to an increase in customers who value quality and excellence. Credit all valid reasoning in context.	

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