



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0471/23

October/November 2023

2 hours 30 minutes

You will need: Insert (enclosed)

- 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.

- 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.

1 Refer to Fig. 1.1 (Insert), a PEST analysis of India.

(a) Using the statement numbers from Fig. 1.1 complete the table below. Choose only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

(b) Explain **three** benefits to countries, such as India, of doing a PEST analysis.

- 1
-
-
-
- 2
-
-
-
- 3
-
-
-

[6]

- (c) Explain **one** impact of seasonality on each of the following social factors identified by a PEST analysis:

employment

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overcrowding

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[6]

(d) Discuss how low-cost airlines use the marketing mix to increase customer numbers.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about tourism in Norway.

(a) (i) Define the term 'market segmentation'.

.....
 [1]

(ii) Identify **three** market segments likely to be targeted by Visit Norway.

1
 2
 3 [3]

(b) Explain **three** marketing functions of national tourist offices, such as Visit Norway.

1

 2

 3

 [6]

(c) Explain the suitability of the following methods of promotion for the Nordland Railway:

videos

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.....

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sales promotions

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[6]

(d) Discuss the most suitable pricing policies for encouraging new visitors to Norway.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), an advertisement for New Zealand Cave Adventures, a specialist tour operator.

(a) Describe **two** pricing policies used in Fig. 3.1.

Policy 1

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Policy 2

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[4]

(b) Explain **three** reasons why promoting products leads to an increase in customer interest.

1

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2

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3

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[6]

- (c) Explain **one** advantage and **one** disadvantage of using the internet for advertising tourism products.

Advantage

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Disadvantage.....

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[6]

- (d)** Discuss how developing a range of products would increase appeal across different market segments.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), an advertisement for Acindina Resort on the island of Cyprus.

(a) Identify **four** factors that may affect the price of a stay at the Acindina Resort.

- 1
-
- 2
-
- 3
-
- 4
-

[4]

(b) Explain **three** benefits to customers of using travel agents to book a holiday.

- 1
-
-
-
- 2
-
-
-
- 3
-
-
-

[6]

(c) Explain **two** benefits to the customer of market segmentation.

1

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2

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[6]

- (d)** Evaluate the factors Acindina Resort must consider when producing effective promotional materials.

[9]

[Total: 25]

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