



CANDIDATE
NAME

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9395/32

October/November 2021

You must answer on the question paper.

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 50.
- 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.

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[Turn over

Question 1

Refer to Fig. 1.1 (Insert), information about Luxembourg's destination brand. Luxembourg is a country in Europe.

- (a)** Explain **two** reasons for the national branding process of Luxembourg.

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[4]

- (b)** Assess whether the values chosen by Luxembourg's government will be easily understood by customers.

[illegible]

- (c)** To what extent does the diverse range of organisations and partners in Luxembourg pose a challenge for the country in branding itself as a destination?

[illegible]

Question 2

Refer to Fig. 2.1 (Insert), information about the new tourism brand for Mexico, a country in North America.

- (a) Explain **two** ways Mexico's product positioning as a destination might be changed as part of its new brand.

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[4]

- (b)** Assess use of colour as a means of creating a brand identity for a destination such as Mexico.

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- (c)** Discuss how ad tracking research could be used to monitor the effectiveness of Mexico's marketing activities.

[illegible]

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