

Travel and Tourism

Advanced GCE

Unit **G734**: Unit 15 – Marketing in Travel and Tourism

Mark Scheme for June 2013

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Repeat
	Tick
	Development of point
	Vague
	Ignore
	Not answered question
	Benefit of doubt not given

Question		Answer	Marks	Guidance
1	(a)	<ul style="list-style-type: none"> • Unique facility (1) that is in a favoured location (1) and allows for state of the art auditorium • Delivering outstanding quality of service (1). • With a highly motivated and trained workforce (1) all in the middle of the UK (1) 	4	One mark for each correct identification up to a maximum of two identifications, with one mark for each explanation up to a maximum of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Exemplar response: Most current methods of reaching larger audiences. HIC needs to stay up to date, however the information must be carefully monitored – Twitter only allows 140 characters therefore space is limited. Linked in gives greater business coverage although all of these media need dedicated staff to administer up to date and informative data. The use of such sites is becoming more acceptable and useful to both customers and employers when marketing not only new products but keeping an organisation such as HIC in the public eye. New products can be launched with immediate effect and this can have both positive and negative impacts, particularly if information is incorrect and the masses get a hold of inaccuracies that are easily spread within seconds. L3</p>	9	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Immediate information • Up to date • Transference of experiences • Gain advice • Give an indication of the potential experience of being at HIC • HIC can promote immediately any new products or services • Large usage by customers • Can target younger clients and different social groupings and concentrate on different demographics • Info source may be misleading • May be unclear • May be written and be poorly advised • Dangers of starting anti-campaigns. 	<p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which social networking are important to HIC. Candidate effectively assesses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>Level 2 (4–6 marks) Candidate describes a number of possible ways in which social networking sites are important to HIC. Candidate will show an understanding of the question and include explanations of a number the possible ways which may be assessed with some success. The evaluation in</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible ways in which social networking is important to HIC. Information may be in the form of a list of ways. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Content	Guidance
	(c)	<p>Exemplar response: Can be useful as part of promotional mix, gives worthy credence to organisation, although some associations are merely paid clubs that do not mean a great deal in an already overloaded market. Therefore, organisations need to weigh up the importance of such affiliations in some instances they may do untold damage to reputations and organisations. It is vital, therefore that connections between organisations are relevant and have useful significance to HIC, such as theatrical groups, catering or banking organisations. They may of course detract from the HIC message which means that full consideration should be given to the possible partnership or affiliation.</p> <p>L3</p>	12	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Co-ordinated promotional opportunities • Sell more products/services with less effort • Improves opportunity for business referrals • Up to date with industry events and initiatives – gain latest information (resources/timing/staffing/financial) • Association gives credence and establishes a positive impression with general public and corporate buyers alike. 	<p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of partnerships and affiliations to the HIC. Candidate effectively discusses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>Level 2 (5–8 marks) Candidate describes a number of possible ways in which partnerships and affiliations are important to HIC. Candidate will show an understanding of the question and include explanations of a number the possible ways which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>Level 1 (1–4 marks) Candidate identifies/describes some possible ways in which partnerships and affiliations are important to the HIC. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Guidance
2	(a)	<p>Exemplar responses:</p> <ul style="list-style-type: none"> • Aids in knowing who customers are (1) and type of products/services they want (1) in what type, quantity and cost (1) • Helps orgs to make decisions about products and services (1), by knowing what customers will pay/threshold. (1) organisations can identify key factors that contribute to achieving customer satisfaction (1) • Possible to increase competitiveness and improve performance and more profit (1) by identifying markets, particularly for new products and services. (1) This helps to extend services and identify markets linked to segments and create greater share of the market (1). 	4	One mark for each correct identification up to a maximum of two identifications, with a further mark available for each explanation.

Question		Answer	Marks	Content	Guidance
					Levels of response
	(b)	<p>Exemplar response: These objectives are useful for initially fulfilling marketing objectives, however they must be revisited after a time. Marketing is a dynamic process and HIC cannot afford to stagnate. By readdressing these objectives they can satisfy their profitability. Nevertheless, these are internal measures and should be worked alongside the external factors. Smart objectives and with the reviewing & monitoring of an organisations processes and HIC can use these to gauge success. However they are not to be used alone & must be supported by other aspects of the marketing process otherwise incomplete marketing objectives will be the result</p> <p>L3</p>	9	<p>Indicative Content:</p> <ul style="list-style-type: none"> • In order to achieve overall mission or vision • Fulfil marketing objectives that may cover – financial, social and environmental issues • Increasing efficiency and profitability • Gauging success and effectiveness • Reviewing and monitoring of processes • Effects the continuance of the business linked to planning. 	<p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of why the HIC should have SMART objectives. Candidate effectively discusses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>Level 2 (4–6 marks) Candidate describes a number of possible reasons why the HIC should have SMART objectives Candidate will show an understanding of the question and include explanations of a number the possible ways which may be evaluated with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p><i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible ways why the HIC should have SMART objectives There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 2 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
	(c)	<p>Exemplar response: Ensures a central complex for facilitating bookings. Good for staff to be housed in a central point and easy access for customers. Should assist with marketing and promotions in the future and works well alongside other booking methods such as online. However, the cost may be prohibitive particularly as this is in a central hub and extra staff will be required. Product and profit maximisation should ensue, should careful management of the hub be in place. L3</p>	12	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Central location • Easy availability of the products and services that HIC provide • Facilitate booking process quickly • Accessibility for customers • Up to date for potential customers • Easy for customers to understand ensures availability of product and profit maximisation • To facilitate return customers and perpetuate successful business • Central location compliments marketing and promotions. 	<p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits of the new box office hub. Candidate effectively assesses a range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>Level 2 (5–8 marks) Candidate describes a number of possible benefits of the new box office hub. Candidate will show an understanding of the question and include explanations of a number of possible benefits which may be evaluated with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>Level 1 (1–4 marks) Candidate identifies/describes some possible benefits of the box office hub. Information may be in the form of a list of benefits. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Main points of the act are:</p> <ul style="list-style-type: none"> • Products must be sold as described (1) and should not mislead customers (1) • Products must be of satisfactory quality and products must be fit for purpose as described (1) • T&T organisations must ensure that they do not give false descriptions for their products or services in any form of media. (1) Information must be accurate and reliable eg, description of the facility, events or exhibitions must be truthful (1) • If information is misleading then the organisation will be in breach of the act (1) and outcome can be costly. As they can be taken to the court for breach of the law (1). 	4	One mark for each correct identification up to a maximum of two with up to two further marks for explanation.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Exemplar response:</p> <p>Voucher systems are an interesting way of getting extra customers through the door. These can be used in alliance with other organisations that are compatible, although the costings must be factored in especially if these vouchers offer discounted options. They may be a costly form of promotion due to the costs of printing; however, the organisation must monitor the return in order to ensure success. It may be that loyalty incentives are more effective.</p> <p>These can be aimed at corporate and/or leisure customers, making items cost-effective.</p> <p>L3</p>	9	<p>Indicative Content:</p> <ul style="list-style-type: none"> • BOGOFs • Competitions • Coupons/discounting with other products • Freebies • Vouchers • Corporate incentives/memberships • Loyalty incentives • Free samples • Prizes. 	<p>Level 3 (7–9 marks)</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible sales promotions suitable for HIC. Candidate effectively assesses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>Level 2 (4–6 marks) Candidate describes a number of possible sales promotions suitable for HIC. Candidate will show an understanding of the question and include explanations of a number of possible sales promotions which may be evaluated with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible sales promotions suitable for HIC. Information may be in the form of a list of methods. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Content	Guidance
	(c)	<p>Exemplar response: Elements such as the economic well-being of the country will have an impact on customers as they may not be able to afford to visit events or conferences, many businesses will certainly not be able to afford to run events – very often these are the first functions to disappear when there is an economic downturn. HIC may lose profit if it loses customers. It will have to look to new and innovative products to enhance its customer base and sustain its profit levels. Further technologies should be considered and some of these could potentially be more expensive than others. Tax changes will alter the position of an org in respect of free or available monies to spend on development. Similarly, visitors may have less to spend and will not support functions, events or plays. However HIC would have to factor into their marketing such situations and limit spend, events and functions accordingly. They may have to make some people redundant and and this would impact on the image and other external factors at play in the industry. L3</p>	12	<p>Indicative Content: Using PEST.</p> <p>Political</p> <ul style="list-style-type: none"> • How stable is the political environment • Will government policy influence laws that regulate tax on the business Government position on marketing ethics • Economy, generally – government input • Continued government support for cultural products and services. <p>Economic</p> <ul style="list-style-type: none"> • Interest rates • Inflation • Employment levels • Long-term prospects for GDP. <p>Social</p> <ul style="list-style-type: none"> • Attitudes to events, businesses reconsider events, etc • How much time do consumers have for leisure? • Seasonality • Age and Wealth of 	<p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the external marketing environment.</p> <p>Candidate effectively evaluates a range of possible ideas. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>Level 2 (5–8 marks) Candidate describes the external environment. Candidate will show an understanding of the question and include explanations of a number the possible ideas which may be evaluated with some success. The evaluation in the most part is accurate and relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. No list – must at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.</p>

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					<p>population – in catchment zone</p> <ul style="list-style-type: none"> Any links of population to environment. <p>Technological</p> <ul style="list-style-type: none"> Technology allow for other products/services to be made more cheaply Further develop the social networking sites Offer opportunities for better payment systems Telephone, computing, etc Alter distribution systems Offer new methods of communication with customers, banners, interactive, texting, etc. 	<p>Level 1 (1–4 marks) Candidate identifies/describes the possible external marketing environment. Information may be in the form of a list of ways. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Guidance
4	(a)	<ul style="list-style-type: none"> Advertising through media such as TV, cinema, radio and print. These mediums are broadcast and published to mass audiences (1) Gain mass coverage – seen and heard by large numbers of people (1). Can be expensive (1) Can target specifics, eg radio at certain times of the day and during certain periods. (1) 	4	One mark for each correct identification up to a maximum of two identifications, with up to two further marks for explanation.

Question		Answer	Marks	Guidance	
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	(b)	<p>Exemplar Response: Advantages for HIC include finding out exactly who its customers are. They can aim information at different groups of people – this helps as money will be saved and therefore not waste a valuable marketing budget. If HIC do not target correctly they will lose money, time and effort this will result in lost sales and may in fact lead to HIC closing one or more of its facilities. HIC will be able to establish and retain a strong market position in a dynamic ever changing industry. They will need to ensure that they are mindful of a blurring of market segments which can distort the success rate and conversion into hard cash.</p> <p>L3</p>	9	<p>Indicative Content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> Segmentation ensures marketing aimed at correct people such as the conference, wedding markets Allows HIC to target specific groups such as 50+ Identifies market segments only approx way of targeting customers Allows good use of marketing resources Gives HIC chance to establish and retain market position in a dynamic and competitive market Customer focused Segmentation vital in order that products and services offered by HIC are effective and not wasted. 	<p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages of market segmentation to HIC. Candidates effectively assess a range of possible advantages/disadvantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question			Answer	Marks	Guidance	
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					<p>Disadvantages:</p> <ul style="list-style-type: none"> • Small shift in population can affect results • Small shift in consumer tastes will affect results • Costs – segments may not be large enough to be profitable • Segments may not be accessible • May be instability between the segments. 	<p>Level 2 (4–6 marks) Candidate describes a number of possible advantages and disadvantages of market segmentation to HIC. Candidate will show an understanding of the question and include explanations of a number of possible advantages/disadvantages which may be assessed with some success. The evaluation in the most part is accurate and relevant.</p> <p>The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes possible advantages and/or disadvantages of market segmentation to HIC. Information may be in the form of a list of advantages/disadvantages. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>of specialist vocabulary.</p> <p>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
	(c)	<p>Exemplar Response: PR is an essential factor within marketing, helps to promote and maintain a constant presence. Needs a dedicated in-house team to make the most of new events, stories and editorial features that can be forwarded to the press. However, with the use of own websites and networking sites the role of PR is very much in the hands of the individual organisation. In-house teams should be trained; otherwise much PR work will be wasted and as a result become a costly waste of time. Good PR helps to establish an organisation within its locality however bad press can cause an equal amount of negative representation. It is essential, therefore, that PR is worked in such a way as to make positive all stories. The usefulness of PR cannot be underestimated. It is a powerful and essential tool for all organisations and not to take advantage of it would be a certain loss in publicity.</p> <p>L3</p>	12	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Helps to promote and maintain goodwill and mutual understanding • Placement of editorial in media – Effectively free promotion • HIC can write press releases relevant to new productions, exhibitions or events • Ability to get stories out to the press immediately and get wide-spread coverage • Community relations – keeping links with the locals – important to keep them on HIC’s side • Lobbying – particularly with the planned new development of the site – keep public up to date with what is happening • Corporate communications – ability to get messages to the corporate market and develop links and further business potential – maintain good corporate image • Help with product launches and sales • Co-ordinate with social network sites to get maximum coverage 	<p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the usefulness of PR to organisations such as HIC. Candidate effectively assesses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. (QWC)</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>Level 2 (5–8 marks) Candidate describes a number of possible ways of the usefulness of PR to organisations such as HIC. Candidate will show an understanding of the question and include explanations of a number of possible ways which may be evaluated with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. (QWC)</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>No list – must at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because...means that....) – 8 marks.</p> <p>Level 1 (1–4 marks) Candidate identifies/describes some possible ways on the usefulness of PR to organisations such as HIC. Information may be in the form of a list of ways. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. (QWC)</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>0 marks No response worthy of credit.</p>

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