

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/31**

Paper 3 Destination Marketing

**May/June 2017**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **7** printed pages, **1** blank page and **1** Insert.

**Question 1**

Refer to Fig. 1 (Insert), information about Punjab Heritage and Tourism Promotion Board (PHTPB). Punjab is a state in the north west of India.

- (a) Describe **two** forms of market segmentation that PHTPB may use to identify its target customers.

1 .....

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2 .....

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..... [4]





**Question 2**

Refer to Fig. 2 (Insert), information about the ‘Adventure on Tenerife’ marketing campaign. Tenerife is one of the Canary Islands.

(a) Explain **two** ways the ‘Adventure on Tenerife’ campaign uses product positioning.

1 .....

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2 .....

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..... [4]





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