

4782-032/532 Level 3 Business Travel

Version 1.0 – October 2017

Sample Mark Scheme

1	
Describe the rules and options available when booking published airfares.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Can the reservations be changed? • Are the fares refundable? • Is there a min/ max stay requirement. • Is there an advance purchase requirement. • Class of travel. • Restriction to fares. 	

2	
Analyse the business travel options when travelling from London to Paris.	(6 marks)
Answer: 1 mark each for any of the following, with a maximum of 3 marks for reference to train travel and a maximum of 3 marks for referencing air travel, to a maximum of 6 marks: <ul style="list-style-type: none"> • The train services leave from central London and regularly/approximately every hour (1) and the check-in time is limited to 30 minutes before travel (1). This means it is possible for customers to use this service from the city centre and save their travel time to the airport (1) and then not waste time waiting in the terminal (1). The train arrives in the centre of Paris (1), whereas, when travelling by air (1), the customer would need to get to the airport (which if they are not travelling from London City it would be out of the city (1) and take some time to do (1) and then they would need to check-in, pass through security and wait for their service (1) before travelling in to Paris from the airport (1). • There are reward schemes on offer by airlines (1) and this is attractive to some travellers (1) • The flight time is about an hour (1) and when you factor in the wait time after check-in (approximately one and a half hours) plus the transfer time from the airport (approximately 30 minutes) (1) you would be looking at a total travel time of about 3 hours (1). When travelling by train you would have a journey time of 2 hours 30 minutes plus the waiting time after check in (approximately 30 minutes) (1) and this would make the total journey time similar (1). 	

3	
Describe how sales agents can ensure that they are able to meet the needs of customers travelling by rail in the UK and internationally.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum to of 4 marks: <ul style="list-style-type: none"> • Requesting for feedback (1) to ensure you are meeting customer experience expectations (1). • Listen during consultation (1) allowing the sales agent to be proactive (1). • Looking at the range of rail/class/time options (1) to meet client needs (1). • Consideration of alternative/air travel (1) to ensure the client is aware of all options (1). 	

4	
Identify four pieces of information needed when booking accommodation for a business traveller.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Locations. • Rate to pay. • Number of rooms in the hotel. • Types of private facilities in the hotel. • Public facilities. • Business and conference facilities. • Cancellation policy. 	

5	
A Sales Agent and has booked accommodation for a client. Explain the importance of presenting the business traveller with detailed information about the booking in advance.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • The Sales Agents should provide travellers with information including price, location, and room type (1), to help the client make an informed decision (1) and sets traveller expectations about the quality of accommodation (1) which allows for the traveller to provide feedback to the booking agent (1). 	

6	
Describe the different methods of guaranteeing reserved accommodation when making reservations for business travellers.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Hotel accommodation can be secured by full payment in advance (1) and is normally by credit card online (1). • "Return to agent" (1) which is when the accommodation is billed back to the booking agent or "guarantee by credit card" (1) which is where the agent gives a credit card number at the time of booking (1) and then the balance is settled at the time of check out (1). 	

7	
Describe how a sales agent can meet company sales targets.	(4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Meeting customer needs/expectation (1) • Providing 'wrap around' support for the client (1) <ul style="list-style-type: none"> ○ Increases/maintain revenue/profits (1) ○ Helps retains business from clients (1). 	

Henco Travel Management Company is based in a seaside town and is interested in expanding its business base. They have appointed a Business Development Manager to oversee this.

Discuss the different strategies that the Business Development Manager might recommend in order to improve the company's overall success.

(12 marks)

Answer:

Indicative content:

Review current processes:

- Check communication is happening efficiently and effectively with clients.
- Recommend training for dealing with new markets, where needed within the teams.
- Check use of profiling to ensure customer preferences and satisfaction.
- Review current contracts to check for opportunities to expand scope of offer and compliance with client policies.
- Review management information systems (mis) reports – are they fit for purpose, identifying good service and opportunities for improvements on the client's behalf.

New initiatives:

- Meetings, Incentives, Conference and Events (MICE) opportunities.
- Update the website and social media policy to promote new initiatives as an area of expertise.

Band 1 (1 – 4 marks)

The response covers a limited range of considerations that should be taken into account when devising strategies. Limited understanding is demonstrated with little or no analysis offered. Discussion is not well developed or coherent and there are few attempts to provide reasons for suggestions. Proposals may not be realistic or well thought through.

To access the higher marks in the band, the response demonstrates some consideration of current business practices.

Band 2 (5 – 8 marks)

The response covers the main considerations to take into account when devising strategies. Response shows good level of understanding with an attempt at analysis. Discussion is well structured with evidence supporting and justifying suggestions. Proposals are well thought through but some may not be realistic.

To access the higher marks in the band, the response demonstrates analysis of current business practices.

Band 3 (9 – 12 marks)

A thorough and well-reasoned analysis of different strategies is presented. Arguments are presented with sound reasoning. Final recommended strategies are justified and realistic. A broad range of considerations are incorporated throughout the discussion, showing breadth of understanding. The response is clear, coherent and comprehensive.

To access the higher marks in this band, proposals are innovative and creative.