4782-32 Level 3 Advanced Technical Diploma in Business Travel

2019

Qualification Report

Contents

Introduction

This document has been prepared by the Chief Examiner and Principal Moderator; it is designed to be used as a feedback tool for centres in order to enhance teaching and preparation for assessment. It is advised that this document is referred to when planning delivery and when preparing candidates for City & Guilds Technical assessments.
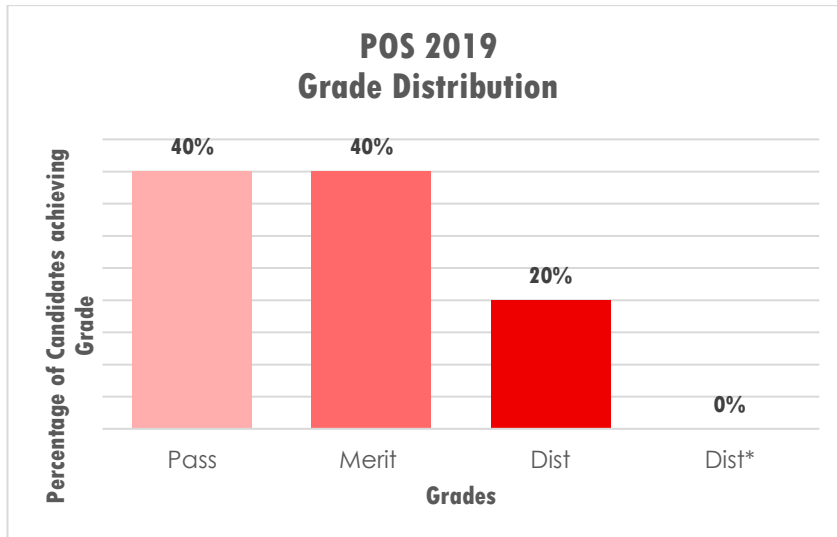
This report provides general commentary on candidate performance in both the synoptic assignment and theory exam. It highlights common themes in relation to the technical aspects explored within the assessment, giving areas of strengths and weakness demonstrated by the cohort of candidates who sat assessments in the 2019 academic year. It will explain aspects which caused difficulty and potentially why the difficulties arose.

The document provides commentary on the following assessments:

- Assessment 4782-032/532 Level 3 Business Travel – Theory exam
    - March 2019 (Spring)
    - June 2019 (Summer)
- Assessment 4782-030 Level 3 Business Travel – Synoptic Assignment

Qualification Grade Distribution

The approximate grade distribution for this qualification is shown below:

POS 2019
Grade Distribution

Grade	Percentage
Pass	40%
Merit	40%
Dist	20%
Dist*	0%

Percentage of Candidates achieving Grade (y-axis) vs Grades (x-axis)

Please note City & Guilds will only report qualification grades for candidates who have achieved all of the required assessment components, including Employer Involvement, optional units and any other centre assessed components as indicated within the Qualification Handbook. The grade distribution shown above could include performance from previous years.
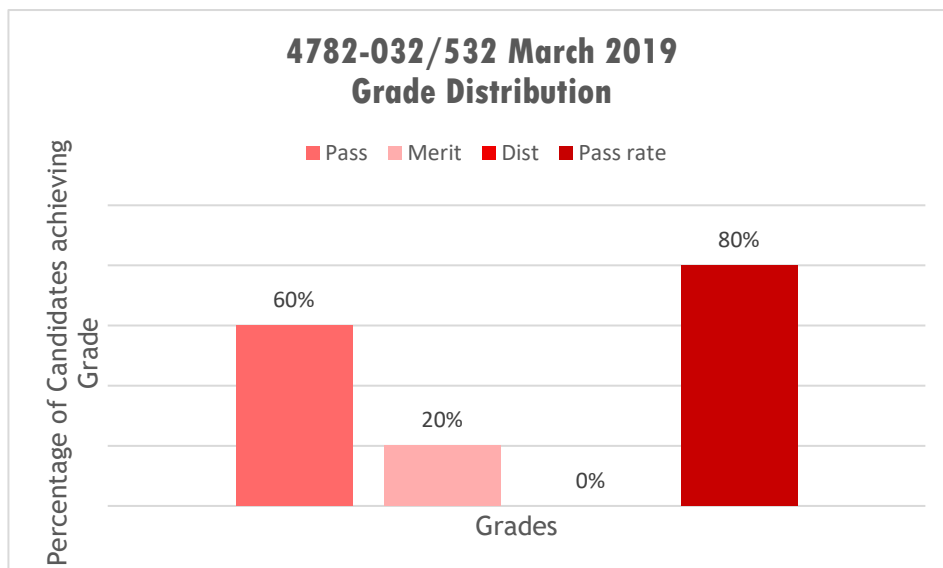
Theory Exam

Grade Boundaries

Assessment: 4782-032/532
Series: March/2019 (Spring)

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Total marks availible	60
Pass mark	24
Merit mark	33
Distinction mark	42

The graph below shows the approximate distributions of grades and pass rate for this assessment:
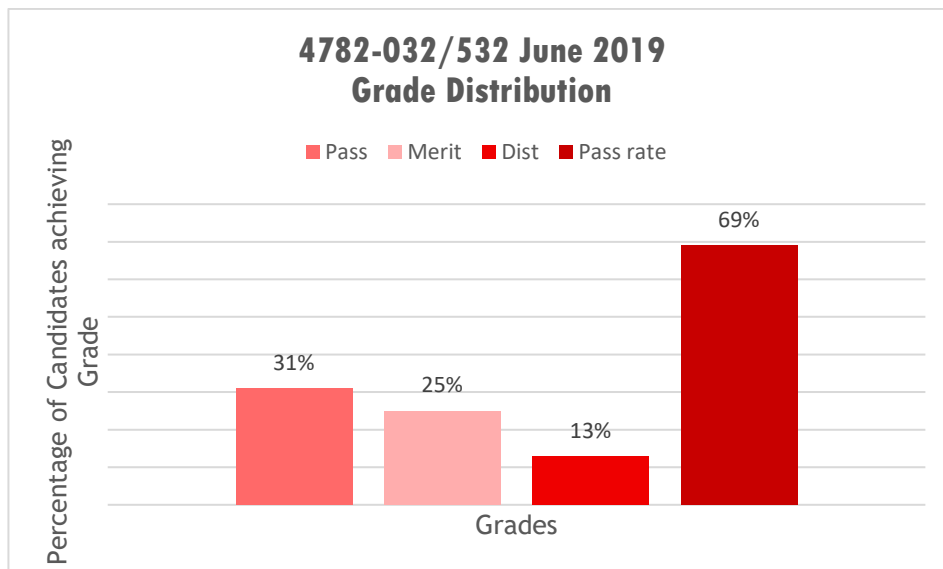
Assessment: 4782-032/532
Series: June/2019 (Summer)

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Total marks availible	60
Pass mark	24
Merit mark	32
Distinction mark	40

The graph below shows the approximate distributions of grades and pass rate for this assessment:

Chief Examiner Commentary

4782-032/532 Level 3 Business Travel – Theory exam

Series 1 – March 2019

This was the first exam for the Level 3 Advanced Technical Diploma in Business Travel. The paper included a range of questions allowing candidates to demonstrate their knowledge and understanding from across the content.

Some of the answers were extensive, planned, and good attempts made to address the points they understood.

Components of MICE or external factors affecting travel were answered well. However, some candidates had no understanding of MICE and the benefits of engaging in this market.

The main weaknesses are related to the general lack of understanding of how a Travel Management Company operates within the business travel market, especially the Account Manager role. Most answers were approached from the point of view of retail operations and the Account Manager seen as the contact point in leisure operations. Candidates answered well when knowledge and understanding from a leisure point of view was relevant.

Candidates focused on promotion rather than selling techniques and again looked at these from the retail point of view.

The lack of correct responses in service costs highlights the need for more attention to be given to this topic when planning and delivering unit 323.

Candidates understood simple time difference calculation, whereas they struggled with more complex ones and failed to take into consideration the actual time difference when calculating.

All candidates made a good effort to try and answer the extended response question. However, candidates answered poorly due to the lack of understanding of business travel and focusing on marketing and promotion instead.

Series 2 – **June 2019**

This was the second exam for the Level 3 Advanced Technical Diploma in Business Travel and the quality of responses was very much improved.

The paper included a range of questions allowing candidates to demonstrate their knowledge and understanding from across the content.

The main weakness remains that many candidates were looking at the questions from the point of view of individual, and often retail, bookings rather than corporate accounts.

The role of account manager remains as a particular issue, with all candidates describing the role of an account manager in operations. There was no understanding shown of the strategic role of an account manager acting on behalf of the TMC, liaising with the corporate account, producing reports, or monitoring SLAs, which highlights the need for more attention to be given to this topic when planning and delivering unit 323.

There was some misunderstanding of technical terms and it would be helpful to pay attention to the terminology (for example, ancillaries, Service Level Agreement, Travel Policy) when planning and delivering.

The lack of knowledge about discounted fares highlights a need to underline the fundamental difference of business travel requirements, such as flexibility, while at the same time acknowledging the need to keep within budget.

The extended response question was well answered on the whole with majority of candidates scoring marks in band 1 and band 2. Almost all candidates identified a good range of benefits, which were well explained to the individual traveller. Fewer considered the benefits for the company they worked for and thus linking the responses to the brief.
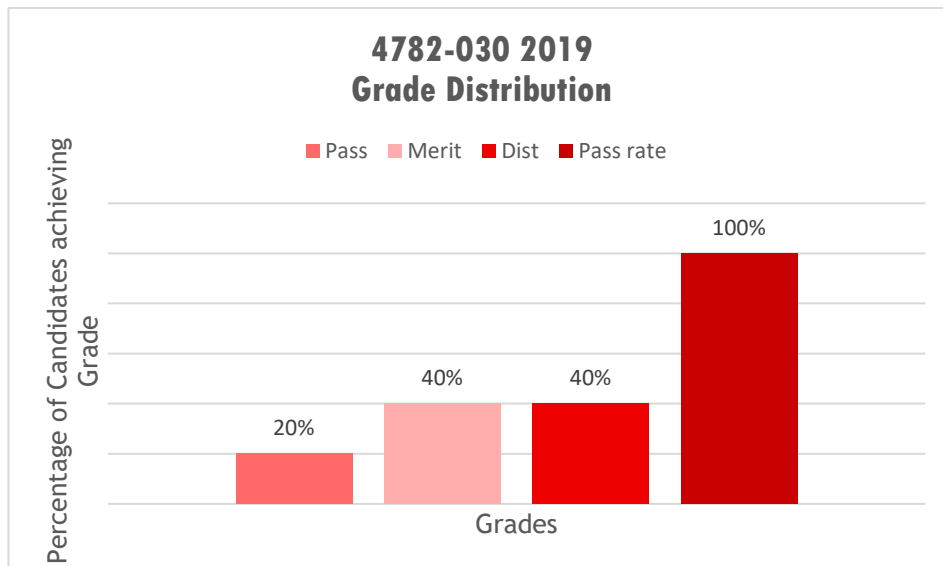
Synoptic Assignment

Grade Boundaries

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Assessment: 4782-030
Series: 2019

Total marks availible	60
Pass mark	24
Merit mark	33
Distinction mark	42

The graph below shows the approximate distributions of grades and pass rate for this assessment:

Principal Moderator Commentary

This is the first cohort of learners to take the 4782 Level 3 Business Travel qualification. The synoptic assignment covered a range of topics from across the whole qualification and the objectives were to cover recall of knowledge, understanding, application of practical, bring it all together and attending to detail. Candidates responded well to the assignment brief.

Task 1
Candidates included the main benefits for using a TMC, a strategy for managing the account and details of products and services.

Task 2
Candidates created well-presented itineraries, offering viable proposals for each of the three given scenarios. Specific business travel terminology should be used, for example using the 24 hour clock. Itineraries should be produced in a professional style.

Task 3
In the main, candidates presented in a professional manner and had produced good support material. Candidates need to be careful not to include too much information on their presentation to ensure it is clear to their audience. Oral questions were well answered, demonstrating further their knowledge and understanding.

AO1 – Recall of Knowledge
All candidates demonstrated good, broad and consistent knowledge across the three tasks. They showed some sound industry knowledge and demonstrated use of some technical language.

AO2 – Understanding of concepts, theories and processes
There was evidence of understanding across the tasks and candidates have shown a good understanding of products and services and how they can be included within the itineraries to enhance the business travellers' experience.

All candidates have demonstrated a good range of understanding of business travel concepts. Some have shown, through suggestions and justifications, excellent understanding of customer needs and how these may vary. Candidates would benefit from considering the unspoken customer needs.

Through their chosen itineraries and matching of customer needs candidates have shown logical reasoning and have provided good justifications.

Some candidates did not fully understand the role of an account manager and service level agreements. Policies and industry regulations were also not always addressed.

AO3 – Application of practical/technical skills
Candidates produced clear and logical visual and written materials.
Good communication skills were shown through their presentations.
A limited range of ancillary services offered by some candidates highlighted the importance to ensure the underpinning knowledge provided includes a full range of ancillary products available, the role of account managers and the specific business travel terminology to be applied.

AO4 – Bringing it all together
Candidates applied their knowledge and understanding from across the qualification when completing the tasks to show they have a good understanding of all topics.

A good standard of self-evaluations produced by all candidates showing reflective practices highlighting strengths, weaknesses and understanding in where improvements could be made.

To support candidates, it is recommended that they have access to real examples of professional business travel operations documentation and the specific terminology used in the documents.

AO5 – Attending to detail/perfecting

All candidates showed confidence in their written itineraries and oral presentations.

Presentations were well prepared and presented in a professional manner.

In the main candidates performed well in this band, those achieving higher marks maintained their focus throughout the three tasks.

Best Practice for Centres

- Centres must ensure that task instructions are followed carefully as specific guidance is included around each task.
- Centres must ensure that evidence is labelled and annotated as required and set out in the guidance.
- Centres must comment on the candidate's performance and tailor feedback to be specific.
- Centres must ensure they write on PO Form if Travel Management software has been used or not.
- Centres must ensure the oral questions asked in Task 3 are clearly recorded.