

Qualification 4782-32-032/532

Level 3 Advanced Technical Diploma in Business Travel (450)

Level 3 Business Travel – Theory exam (1)

MARCH 19

Q1	State four criteria used to select appropriate products for business travellers based on their requirements.		
	(4 marks)		
Q1	Acceptable answer(s)	Guidance	Max mks
Q1	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Date of travel (1). • Destination (1). • Departure point (1). • Usual travel habits (1). • Budget (1) • Preferred suppliers/preferred method of transport (1) • Class of service (1) • Additional products/services (eg meeting room, wifi, printing, business centres) (1) • Special needs (1) 	<p>Additional responses possible which are not included in QHB.</p> <p>Examples of additional products/services, eg meeting room, wifi, printing, business centres) must be capped at 1 mark.</p>	4
Q2	<p>a) State two components of MICE.</p> <p style="text-align: right;">(2 marks)</p> <p>b) Explain two benefits to a Travel Management Company that is looking to expand into MICE.</p> <p style="text-align: right;">(4 marks)</p>		
Q2	Acceptable answer(s)	Guidance	Max mks
Q2	<p>a)</p> <p>1 mark each for any of the following, to a maximum of 2 marks:</p>	<p>Additional responses possible for b) which are not included in QHB.</p>	6

	<ul style="list-style-type: none"> • Meetings (1). • Incentive travel (1). • Conference (1). • Events (1). <p>b)</p> <p>1 mark each for any of the following, with a maximum of 2 marks for identification of benefits, to an overall maximum of 4 marks:</p> <ul style="list-style-type: none"> • Additional revenue (1) <ul style="list-style-type: none"> - which supports business growth (1). • Enhances the offer to clients (1) <ul style="list-style-type: none"> - which helps to maintain business relationships (1) - which attracts new business (1) - video/conference calling (1), promotion and management of events (including booking systems) (1), accommodation for delegates (1). • Enhance reputation (1) <ul style="list-style-type: none"> - bringing in more clients/repeat business (1) • Opportunities for staff to take familiarisation trips (1) <ul style="list-style-type: none"> - which can improve staff morale (1) - supports staff skills development (1). 		
Q3	Explain three techniques a Travel Consultant should use in order to sell additional products and services to business travellers.		(6 marks)
Q3	Acceptable answer(s)	Guidance	Max mks
Q3	<p>1 mark each for any of the following, with a maximum of 3 marks for identification of techniques, to an overall maximum of 6 marks:</p> <ul style="list-style-type: none"> • Identify a need that the client might not know they have/additional products (1) <ul style="list-style-type: none"> - to convince the traveller they need the product/service (1). • Lead with benefits and not costs (1) <ul style="list-style-type: none"> - To highlight advantages of using the product/service (1) - to convince the traveller they need the product/service (1) - to state the price first could put them off (1) - to save the client time/money (1). • Overcome objections (1) 	Do not accept the same explanation twice.	6

	<ul style="list-style-type: none"> - to outline benefits to the client (1) - to reinforce the need for the product/service (1). 		
Q4	<p>Explain one benefit of each of the following charging methods:</p> <p>a) transaction fees</p> <p>b) management fees.</p>		<p>(2 marks)</p> <p>(2 marks)</p>
Q4	Acceptable answer(s)	Guidance	Max mks
Q4	<p>a)</p> <p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Amounts are charged per transaction (1) <ul style="list-style-type: none"> - which is better value for clients who travel infrequently (1) - which is suitable for clients with a low budget (1). <p>b)</p> <p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Amounts are set and charged annually/monthly (1) <ul style="list-style-type: none"> - which is cost-effective for frequent travellers (1) - which means the fee remains the same irrespective of the number of transactions (1). 		4
Q5	<p>State four external factors that could cause disruption to a business traveller's itinerary.</p>		(4 marks)
Q5	Acceptable answer(s)	Guidance	Max mks
Q5	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> - Industrial action (1). - Adverse weather (1). - Aircraft technical problems (1). - Schedule changes/cancellations/delays (1). - Terrorism attacks (1). - Health epidemics (1). - Natural disasters (1). - Political issues/changes in legislation (1). 	<p>Any named examples would be awarded a mark, e.g. Brexit.</p>	4

Q6	Explain the benefits that an Account Manager can bring to a business client. <p style="text-align: right;">(6 marks)</p>		
Q6	Acceptable answer(s)	Guidance	Max mks
Q6	<p>1 mark each for any of the following, with a maximum of 3 marks for identification of benefits, to an overall maximum of 6 marks:</p> <ul style="list-style-type: none"> • Providing reports (1) <ul style="list-style-type: none"> - to highlight savings made on fares/rates (1) - to support recommendations for cost control (1) - to highlight non-compliance (1) - to support cost comparison/price matching (1). • Liaising with clients and/or suppliers: (1) <ul style="list-style-type: none"> - To ensure special services provided to VIPs/CIPs (1) - To assist with complaints and difficulties (1) - Buid rapport/positive relationship (1) • Negotiating with suppliers (1) <ul style="list-style-type: none"> - To negotiate special rates/fares (1). 		6
Q7	State four pieces of traveller information included in a customer profile. <p style="text-align: right;">(4 marks)</p>		
Q7	Acceptable answer(s)	Guidance	Max mks
Q7	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Preferred suppliers (1). • Loyalty cards and membership numbers (1). • Special requests/individual needs (1). • Passport and visa records (1). • Next of kin (1). • Emergency contacts (1). • Personal details (name, address, company, etc.) (1) 	Examples of personal details, eg name, address, company, must be capped at 1 mark.	4
Q8	<p>A client has requested rail travel for departmental managers from across the country travelling to Birmingham for an afternoon meeting, but returning the same day.</p> <p>Explain three factors to consider when meeting the client’s brief.</p>		

	(6 marks)		
Q8	Acceptable answer(s)	Guidance	Max mks
Q8	<p>1 mark each for any of the following, with a maximum of 3 marks for identification, to an overall maximum of 6 marks:</p> <ul style="list-style-type: none"> • Train times (1) to ensure all managers arrive on time (1). • Transfer/Change points (1) to ensure sufficient time is given for platform changes/station transfers (1). • Station facilities (1) <ul style="list-style-type: none"> - to allow for refreshments (1) - to allow managers to meet en route (1) - in case there is a wait for a connecting service (1). • On-board facilities and services (1) <ul style="list-style-type: none"> - to allow managers to eat/drink on the train (1) - to allow managers to work on the train (1) • Seat reservations (1) to allow a group to travel together (1). • Applicable fares/promotions/restrictions (1) to provide the client with the best value (1). • Follow company procedures (1) budget (1) to decide on the class of service (1) • Transfer times/arrangements from station to meeting venue (1) 	<p>If candidates provide “sleeper train” as an option, they could not be awarded a mark for this.</p>	6
Q9	<p>A travel consultant is booking direct flights for a client. The departure and arrival times are given in local time but the traveller wants to know the flying time.</p> <p>Calculate the flying time for each of the following flights to include your calculations.</p> <p>a) Departing Manchester (MAN) GMT 1015 Arriving New York (JFK) GMT -5 1335</p> <p style="text-align: right;">(2 marks)</p> <p>b) Departing London (LHR) GMT 1310 Arriving Tokyo (NRT) GMT +9 1035+1</p> <p style="text-align: right;">(2 marks)</p>		
Q9	Acceptable answer(s)	Guidance	Max mks
Q9	<p>a)</p> <p>1 mark for the correct answer with 1 mark for the correct calculation, to a maximum of 2 marks:</p>		4

	<ul style="list-style-type: none"> 8 hrs 20 minutes <ol style="list-style-type: none"> To convert arrival time to GMT add 5 hrs. $1335 + 5 = 1835$ Then subtract the departure time $1835 - 1015 = 0820$ To convert departure time to time in New York subtract 5 hrs $1015 - 5 = 0515$ subtract from arrival time $1335 - 0515 = 0820$ <p>b) 1 mark for the correct answer with 1 mark for the correct calculation, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> 12 hrs 25 minutes <ol style="list-style-type: none"> To convert arrival time to GMT subtract 9 hrs. $1035 - 9 = 0135$ Then subtract the departure time $1310 - 0135 = 1225$ To convert departure time to time in Tokyo add 9 hrs $1310 + 9 = 2210$ subtract from arrival time $2210 - 1035 = 1225$ 		
Q10	Explain the reasons why it is important to present business travellers with detailed information regarding their accommodation options. <p style="text-align: right;">(4 marks)</p>		
Q10	Acceptable answer(s)	Guidance	Max mks
Q10	1 mark each for any of the following, to a maximum of 4 marks: Location <ul style="list-style-type: none"> to ensure location meets traveller's requirements (1) to ensure location is accessible (1). Rates <ul style="list-style-type: none"> to ensure traveller understands rates comply with travel policy (1) so traveller is aware of cancellation policy/penalties (1). Facilities <ul style="list-style-type: none"> to advise what facilities are available for business meetings (1) 		4

	<ul style="list-style-type: none"> - to advise what catering options are available (1) - to advise what range of room types are available (1). <p>Check-in/out times</p> <ul style="list-style-type: none"> - to ensure the traveller is able to check in before room release deadline (1) to ensure the room is available when required/late check-out is available if needed (1) <p>Review</p> <ul style="list-style-type: none"> - to check if it meets the traveller's expectations/so they are happy (1) so that they can change if not (1) 		
Q11	<p>A Travel Management Company has been invited to pitch for the business of a luxury fashion brand in the UK. The Account Manager will be presenting this pitch to the company's Directors and the most frequent travellers.</p> <p>Discuss the content the Account Manager could consider for their pitch.</p> <p style="text-align: right;">(12 marks)</p>		
Q11	Acceptable answer(s)	Guidance	Max mks
Q11	<p>Band 1 (1 - 4 marks) The response covers a limited range of benefits that should be considered. Benefits covered may not be realistic or well thought through. Limited understanding is demonstrated with little or no explanation offered. Discussion is not well developed or coherent. To access higher marks in the band the response demonstrates some consideration of benefits to the company.</p> <p>Band 2 (5 - 8 marks) The response covers the main range of benefits that should be considered. Benefits covered are realistic with some logic shown. A good level of understanding is demonstrated with some explanation of benefits offered. Discussion is well structured with some evidence supporting and justifying reasons. To access higher marks in the band the response demonstrates consideration and understanding of how it will benefit the company and the individual traveller with no links made.</p> <p>Band 3 (9 – 12 marks)</p>	<p>Indicative content:</p> <ul style="list-style-type: none"> • Benefits of using a TMC over individual online booking. • Range of products and services. • Travel policies. • SLAs. • Role and benefits of the dedicated Account Manager. • Profiling – what it is and how it is used. • Planning itineraries. • Out of hours and crisis management 	12

	<p>The response covers a broad range of benefits considered.</p> <p>Benefits covered are realistic and logically presented.</p> <p>Depth of understanding is demonstrated with full explanations of benefits.</p> <p>Discussion is clear, coherent and comprehensive.</p> <p>To access higher marks in this band benefits are wide-ranging and topical. A clear understanding shown of the links between benefits to the company and individual traveller.</p>		
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