



The envelope, which contained this paper, will have been cut open in front of you.

Examination Details:

Paper Title:	March 2022 Series P2 (Passenger Transport) Case Study
Paper No:	CPCP20322
Date of Examination:	11/03/2022 13:00 - 15:15

Instructions to the candidate - to be read before the examination

Time allowed: 2 hours 15 minutes

You must have:

- the case study

You may use:

- a calculator
- a dictionary
- any permitted written materials

Instructions

- Complete your name and your name below in capital letters and include your date of birth and signature.
- Use black ink.
- Use the case study to answer all the questions.
- Write your answer to each question in the space provided. If you need extra space use the lined page(s) at the end of this booklet. The question numbers must be clearly shown.
- Additional paper may be used if required but you must clearly show your name, date of birth and question number(s).
- Answer all the questions.
- Do all calculations and rough work the following pages. Cross out any work you do not wish to have marked.

Information

- The total mark for this paper is 60.
- The marks for each question are shown in brackets ().
- This document has 10 pages.
- Assessment material has been prepared in line with legislation current at the time of production. Any subsequent changes to legislation have not been taken into account, however, responses that refer to amended legislation will be credited.
- Covid-19: Candidates will not be questioned on any temporary rules introduced due to Covid-19. Answers that reflect such measures will not be credited.

To be signed by the candidate:

Candidate name:		Centre name:	
Candidate date of birth:		Candidate registration number	
Candidate signature:			





Question 1

Sam proposes to operate a new morning bus commuter service between Walvingham Bus Station and Walvingham Railway Station, via the Chase Estate.

Use the information provided in the case study to calculate the minimum number of buses required to operate the proposed service each weekday.

Note:

You **MUST** show all your workings.

Dotted lines for working.

(10 marks)





Question 2

The case study describes SCC’s proposal to operate trips to Paris. These will be subject to the requirements imposed by the Package Travel and Linked Travel Arrangements Regulations 2018.

Question Text

a) Outline **TWO** reasons why the Package Travel regulations would apply to SCC’s proposed trips to Paris.

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(2 marks)

b) Give **FOUR** items of information that must be included in the brochure for the proposed trips to Paris.

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(4 marks)





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(14 marks)





Question 6

The case study describes four marketing exercises that Sam has completed.

For each of the exercises, state whether the information that Sam has gathered represents primary or secondary marketing data.

Exercise	Primary or Secondary
An analysis of private hire journeys, completed for local schools during 2021, from sales records.	
Notes on customer responses to sales telephone calls made by Sam this week.	
An analysis of customer feedback cards, completed by passengers in February 2021.	
Addresses and telephone numbers for all schools in the county, obtained by Sam through Internet research.	

(4 marks)





Extra Sheet 1

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Extra Sheet 2

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