

# Mark Scheme (Results)

January 2012

PL Hospitality (H0307)  
Paper 01 Sales and Marketing

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Question Number	Answer	Mark
1 (a)	<ul style="list-style-type: none"> <li>Marketing identifies and satisfies customer needs by matching products and services in a cost effective way</li> <li>Marketing is about getting the right product to the right people at the right time at the right price</li> <li>Marketing identifies customers and their needs and develops products or services to meet those needs</li> </ul> <p>Award 1 mark for a suitable part definition and 2 marks for full definition</p>	(2)

Question Number	Answer	Mark
1 (b)	<p>Award 1 mark each up to a maximum of 2 for suitable answers. Possible answers include:</p> <ul style="list-style-type: none"> <li>Sailing enthusiasts</li> <li>Tourists</li> <li>Olympic spectators</li> <li>Retired couples</li> <li>Families</li> <li>Mature couples</li> <li>Business people</li> <li>Friends and relations of local people</li> <li>Future competitors training/preparing for the Olympic games</li> </ul> <p>Award marks for other suitable answers</p>	(2)

Question Number	Answer	Mark
2	<p>Award 1 mark each for correctly identifying a different type of promotional contact up to a maximum of four and a further mark for correctly identifying whether the promotional contact identified is 'direct' or 'indirect'.</p> <p>Possible answers for <u>direct</u> contact include:  In-house selling eg posters  Personal selling eg upselling side orders  Direct mail eg invites to past customers for special events/handing out leaflets personally  Sales promotion eg bogof  Point of sale activity eg display of snack items at the till point  Offering a loyalty card with offers and discounts</p> <p>Possible answers for <u>indirect</u> contact include:  Advertising eg radio, TV, magazine, newspaper  Brochures eg leaflets or flyers  Publicity eg holding a charity event  Sponsorship eg names on a local football team's shirts  Signs &amp; displays  Online marketing/websites  Using social networking sites  Tourist information centres</p> <p>Award marks for any suitable examples of a different type of promotional contact if substantially different from another</p>	(8)

Question Number	Answer	Mark
3 (a)	<p><b>Award 1 mark for identifying each suitable way up to a maximum of 2 and a further mark for describing it appropriately. Possible answers include:</b></p> <p>Questionnaire/surveys (1) - ask guests to complete a questionnaire, these could be postal or online or face to face (1)</p> <p>Guest comment cards (1) - ask guests to complete a feedback form after their visit (1)</p> <p>Focus groups (1) - ask a selected group of people to meet to discuss the answers to questions (1)</p> <p>Observation (1) - take notes about what customers order and what questions they ask about the menu(1)</p> <p>Talking to the customers (1) when they order their food and after their meal (1)</p> <p>Visit other local restaurants (1) to see what is on their menu (1)</p> <p><b>Award marks for other suitable answers</b></p>	(4)

Question Number	Answer	Mark
3 (b)	<p><b>Award 1 mark for identifying one suitable way up and a further mark for describing it appropriately. Possible answers include:</b></p> <p>Internal records (1) - such as sales mix information to see what is popular or not (1)</p> <p>Competitor analysis (1) - look to see what competitors are offering on their menus (1)</p> <p>Look on the internet (1) for relevant statistical information/competitor information</p> <p><b>Award marks for other suitable answers</b></p>	(2)

Question Number	Answer	Mark
3 (c)	<p><b>Possible answers include:</b></p> <p>Knowing the demographics of loyalty card members (1) e.g. age, sex, address, family situation (1) keeping this information in a database (1) and targeting them with appropriate marketing material (1)</p> <p>Knowing how often loyalty card members dine at the Corner Bar(1), what their average spend is (1) what products they usually buy (1) and targeting them with appropriate marketing material (1)</p> <p><b>Award marks for other suitable answers</b></p>	(4)

Question Number	Answer	Mark
4	<p>Possible answers could include</p> <ul style="list-style-type: none"> <li>• Each business promoting each other on their website and/or include a hyper-link</li> <li>• Each business's publications eg brochures to include information on the other business</li> <li>• Carry out and share the cost of joint promotions eg newspaper advertisements</li> <li>• Offering guests of The Richmond Hotel discounts at the Sailing Club</li> <li>• Offering customers of the sailing club discounted accommodation at The Richmond Hotel</li> <li>• Carrying out joint marketing research on visitors to the area and whether they would use the facilities of both businesses</li> <li>• Sharing information on previous guests/customers</li> <li>• Sharing the costs of sending out direct mail leaflets to potential/previous guests/customers</li> <li>• The Richmond Hotel advertising the sailing club to their residents with brochure/poster display</li> </ul> <p>Award 1 mark for identifying each activity and 1 mark for an appropriate description</p>	(6)

Question Number		Answer
5		<p>Potential ways of minimising the effects of poor summer weather on sales at the hotel could include:</p> <ul style="list-style-type: none"> <li>• Target business customers who are not reliant on good weather for their stay</li> <li>• Target friends and relations of local people who are not so reliant on good weather for their stay</li> <li>• Target local people to visit 'The Corner Bar' within the hotel to generate greater food &amp; beverage sales and to reduce reliance on revenue from accommodation</li> <li>• Provide entertainment and facilities for young children such as a playroom or video showings</li> <li>• Provide entertainment and facilities for elderly guests such as television room, books, bingo or a bridge club</li> <li>• Ensure that rooms are supplied with information on all the local visitor attractions so guests are aware of what they can do should the weather be inclement</li> <li>• Provide television sets with digital channels in all guest bedrooms</li> <li>• Collection of non-refundable deposits and payments in advance</li> <li>• Co-promote staying at the hotel with activities that are not weather dependent e.g. sailing, coach tours</li> <li>• Promote the hotel as being 'warm and cosy'</li> </ul>
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	A brief reference is made to the effects of poor weather on the business in reducing the number of potential holidaymakers and how long they might stay. Candidates discuss some suggestions on how the Rosen's might minimise this effect but with little detail on the points made.
2	4-5	Suggestions made for minimising the effects of poor summer weather on sales at the hotel demonstrate a good understanding of the problems arising out of unpredictable weather conditions. The suggestions made are appropriate but are not fully discussed or developed.
3	6-8	Suggestions made for minimising the effects of poor summer weather on sales at the hotel demonstrate a clear understanding of the problems and effects arising out of unpredictable weather conditions. The suggestions discussed to minimise the effects are full and logical and do indicate how these would impact on sales at the hotel.

Question Number		Answer
6		<p>Possible responses include:</p> <ul style="list-style-type: none"> <li>• There will be more visitors to the town prior to the Olympic games who are directly involved in the preparation of the Games' sailing events, either from the organisers or from those training</li> <li>• There will be more visitors to the town during the period that the Olympic games and Paralympic games are being held</li> <li>• During the run up and during the Games the town will be featured regularly in the media as the host venue for the sailing events- this will give free exposure for the town</li> <li>• The town will receive greater national recognition after being featured on the TV and other media before and during the Games which should encourage UK visitors to visit at a later date</li> <li>• The town will receive greater international recognition after being featured on world-wide TV and other media before and during the Games which should encourage international visitors to visit at a later date, in particular to participate in sailing events</li> <li>• The town will have received investment from the Olympic Games Organising Committee to provide better facilities which should make the town a more pleasant place to visit</li> <li>• The local council will also have been investing in the town by improving facilities for the influx of visitors due for the Olympic sailing events which should make the town a better place to visit.</li> </ul>
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Candidate demonstrates a limited understanding of how the effects of hosting the Olympic sailing events could impact on the town's hospitality businesses. Answers are weak and undeveloped and lack any detail or justification.
2	4-5	Candidate demonstrates a good understanding of how the effects of hosting the Olympic sailing events could impact on the town's hospitality businesses. However some responses do lack detail and depth of understanding. Little attempt is made at analysis with answers being limited to descriptions.
3	6-8	Candidate demonstrates a detailed understanding of how the effects of hosting the Olympic sailing events could impact on the town's hospitality businesses. Detailed responses are given with clear explanations of the suggestions made and the resulting impacts both in the short and long term.

Question Number	Answer	Mark
7	<p>Possible answers could include:</p> <p>Positive features</p> <ul style="list-style-type: none"> <li>• Information gathered is first hand</li> <li>• Highly focussed and relevant</li> <li>• Easy to analyse results</li> <li>• Quantitative data easily collected</li> <li>• Can be verbal/postal/telephone/internet</li> <li>• Could be cheap if carried out electronically</li> </ul> <p>Negative features</p> <ul style="list-style-type: none"> <li>• Expensive to collect if in person/using hard copies</li> <li>• Can have a poor response rate</li> <li>• Qualitative data difficult to collect and analyse</li> <li>• Question design may not facilitate response required</li> </ul>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Candidate demonstrates a limited knowledge of the effectiveness of using questionnaires to collect data for market research purposes. Answers are brief and undeveloped. Little consideration is given to the positive versus negative aspects of using questionnaires.
2	4-5	Candidate demonstrates a good knowledge of the effectiveness of using questionnaires to collect data for market research purposes. Responses are realistic and logical but lack detail and are under developed. Some consideration is given to the positive versus negative aspects of using questionnaires.
3	6-8	Candidate demonstrates a clear knowledge of and fully understands the effectiveness of using questionnaires to collect data for market research purposes. Responses are very well developed, logical and substantiated. Levels of reasoning are high and the scope of responses is very varied with a clear consideration given to positive versus negative aspects of using questionnaires.

Question Number	Answer	
8	<p>Possible answers could include:</p> <ul style="list-style-type: none"> <li>• Counting the number of direct responses to the leaflet by asking for a code to be quoted or a coupon to be clipped for a special offer or discount at the Bar</li> <li>• Compare the cost of producing the leaflet and it's distribution to the amount of new business generated as a result</li> <li>• Comparing the response rate of how many leaflets were distributed to how many were used by new diners</li> <li>• Counting the number of people who dined as a direct result of seeing the leaflet and therefore assessing the increased awareness created</li> <li>• Taking in to account how many potential customers kept hold of the leaflet to refer to/use at a later date</li> <li>• Determining how much word of mouth advertising was generated from those new customers and recommending it to others</li> <li>• Asking those who are non-resident who dine at 'The Corner Bar' how they heard about it, was it the leaflet, word of mouth or perhaps they were just passing?</li> <li>• Asking those who dine to fill in a comment card or questionnaire to ask what the thought of the menu and how likely they would be to visit again and recommend it</li> <li>• Creating a database of potential customers to use for further marketing activities.</li> </ul>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Candidate demonstrates a limited knowledge of how to evaluate the effectiveness/success of the marketing activity. Answers are undeveloped and lack any detail, justification or explanation.
2	4-5	Candidate demonstrates a good knowledge of how to evaluate the effectiveness/success of the marketing activity and takes in to account some short-term and some long term effects. However some responses do lack detail and depth of understanding.
3	6-8	Candidate demonstrates a clear knowledge of and fully understands how to evaluate the effectiveness of the marketing activity and responses are detailed and justified with clear explanations. Candidate takes in to account both short term and long term effects.

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