Edexcel
Principal Learning

Centre Number

Candidate Number

Hospitality

Level 3
Unit 7: Sales and Marketing in the Hospitality
Industry

Monday 16 January 2012 – Morning
Time: 1 hour 30 minutes

Paper Reference
HO307/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
  – *there may be more space than you need*.

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
  – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

Use the information given below to answer all the questions.

In 2002, Max and Kate Rosen bought the 20 bedroom Richmond Hotel on the south coast of England. Situated on the seafront and within walking distance of the town centre this family-run hotel has stunning views of the bay, is popular for sailing and is the host venue for the London 2012 Olympic and Paralympic sailing events.

The Richmond Hotel has a welcoming and homely atmosphere and incorporates 'The Corner Bar', open to the public, with a reputation locally for delicious home-cooked food served throughout the day. All the en suite bedrooms have recently been refurbished and provide guests with tea and coffee making facilities and a flat screen TV/DVD player. All rooms have beds which can be made into either twin beds or a double bed. The three largest rooms have a set of bunk beds suitable for children.

Kate is a trained chef and is responsible for the food and beverage side of the hotel and Max manages the accommodation and accounts. Wanting to capitalise on the town's fame for sailing, Max is currently devising a marketing plan for the next two years.

Answer ALL questions. Write your answers in the space provided.

1   (a) Define the term **marketing**.

(2)

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(b) Identify **two** distinct market segments which could be targeted to stay at the Richmond Hotel.

(2)

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(Total for Question 1 = 4 marks)

2 Max wants to promote the Richmond Hotel, using both 'direct' and 'indirect' promotional contact.

Identify **four** different types of promotional contact and state whether they are 'direct' or 'indirect'.

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(Total for Question 2 = 8 marks)

3 Kate wants to rewrite the bar food menu for lunches, dinners and all day snacks. She is going to carry out some market research to identify what customers want.

(a) Describe **two** ways of collecting **primary** research that Kate could use.

(4)

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(b) Describe **one** way in which Kate could use **secondary** market research information.

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(c) Explain how Kate could use customer information from a loyalty scheme to assist with market research.

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(Total for Question 3 = 10 marks)

4 The Westbay Sailing Club is based near the Richmond Hotel. It specialises in sailing training, boat hire, corporate days and powerboat courses.

Describe **three** marketing activities that could be run jointly between the two businesses.

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(Total for Question 4 = 6 marks)

5 Discuss the actions Max and Kate could take to minimise the effects of poor summer weather on accommodation sales at the hotel.

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(Total for Question 5 = 8 marks)

6 Analyse the likely effects on the Richmond Hotel and other local hospitality businesses of the town being the host venue for the London 2012 Olympic and Paralympic sailing events.

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(Total for Question 6 = 8 marks)

7 Kate wants to design her own questionnaires to collect information that will help her to rewrite the bar food menu for lunches, dinners and all day snacks.

Evaluate the positive features and the negative features of using questionnaires for collecting information.

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(Total for Question 7 = 8 marks)

8 Kate has decided to send out leaflets to homes and businesses in the local area about the new bar menu by means of inclusion in the free community newspaper.

Explain how Kate could evaluate the success of this marketing activity.

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(Total for Question 8 = 8 marks)

TOTAL FOR PAPER = 60 MARKS

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