

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Hospitality

Level 3

Unit 7: Sales and Marketing in the Hospitality Industry

Tuesday 29 May 2012 – Afternoon

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 ►

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PEARSON

Use the information given below to answer all the questions.

Stopover Lodges are a chain of roadside hotels and restaurants located on major routes in England's West Country. There are currently eight lodges in the chain, each with 32 bedrooms and a large reception area which serves a buffet breakfast of coffee and croissants. The bedrooms are quite basic, each with a double bed and en-suite shower room, TV and tea and coffee making facilities.

Robert Foster manages the chain of lodges which have seen a downturn in business over the past few years. Robert thinks this is largely due to the recent economic recession in the UK.

Over the last five years little has been spent on advertising and marketing of the lodges as the company has relied on passing trade. However, the Stopover Lodges do have a website on which it is possible for customers to make online reservations. Online pricing is £49.95 per room per night Monday to Friday and £39.95 per room per night at weekends. The buffet breakfast costs £6.95 per person. They run a special offer at weekends for a family of four when two rooms together have a joint price of £65.00 per night.

Largely as a result of the downturn in business, Robert has appointed Tamsin Samil as a part-time sales and marketing coordinator. They are writing the hotel's marketing strategy for the next 12 months, with the aim of improving overall sales at the eight lodges.



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

1 As part of the company's marketing strategy Robert and Tamsin will be considering how to market the Stopover Lodges.

(a) Describe what is meant by the term **marketing**.

(2)

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(b) Describe what is meant by the term **marketing research**.

(2)

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(Total for Question 1 = 4 marks)

2 When planning their marketing strategy Robert and Tamsin will be taking in to consideration all four elements of the marketing mix. Identify what each element of the marketing mix currently is for the Stopover Lodges.

Price

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Place

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Product

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Promotion

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(Total for Question 2 = 4 marks)



3 The marketing strategy will include a proposal to run a series of sales promotions.

(a) Identify **two** promotional techniques that could be used to target **weekend** guests. (2)

1

2

(b) Describe how the promotional techniques you have identified in (a) can have an effect on sales and profits at the hotel.

Technique 1 (2)

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Technique 2 (2)

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(Total for Question 3 = 6 marks)



4 Tamsin is keen to strengthen the brand image of the Stopover Lodges. Describe **three** different ways in which a business could brand a product or service.

1

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2

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(Total for Question 4 = 6 marks)



- 6** Tamsin and Robert are informed that major roadworks are to be carried out on many of the routes in the area.

Evaluate how Stopover Lodges can respond to minimise disruption to existing and potential guests during this work.

Dotted lines for writing the answer.

(Total for Question 6 = 8 marks)



7 The West Country Tourist Board conducts a range of marketing activities on behalf of the local tourism industry.

Discuss how joint activities can provide tourism businesses such as the Stopover Lodges with opportunities to reach the national marketplace.

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(Total for Question 7 = 6 marks)



9 The West Country Tourist Board collects and stores statistical information which would be useful for Robert and Tamsin when writing their marketing strategy. This is known as secondary marketing research.

(a) Explain what different types of statistical information might be available.

(4)

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