

Mark Scheme (Results)

Summer 2012

Principal Learning Hospitality (HO307)
Paper 01

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Question Number	Answer	Mark
1 (a)	<p><i>Award 1 mark for a brief definition plus 1 mark for extended detail.</i></p> <ul style="list-style-type: none"> • Marketing identifies and satisfies customer needs(1) by matching products and services in a cost effective way(1) • Marketing is about getting the right product to the right people at the right time at the right price (2) • Marketing identifies customers and their needs(1) and developing a product to meet those needs(1) 	(2)
Question Number	Answer	Mark
1 (b)	<p><i>Award 1 mark for a brief definition plus 1 mark for extended detail.</i></p> <ul style="list-style-type: none"> • Marketing research is the planned process of collecting, analysing and evaluating information (1) and data about customers and markets (1)) • Marketing research involves conducting research to support marketing activities (1) and the statistical interpretation of data into information (1) • Marketing research involves collecting information on customers and potential customers (1) analysing the information and communicating and using the findings (1) • Marketing research is the gathering and evaluation of data regarding consumers' preferences for products and services (2) 	(2)

Question Number	Answer	Mark
2	<p><i>Award 1 mark for identifying how each P relates to the Stopover Lodges</i></p> <p>PRICE - £49.95 per room per night Monday to Friday and £39.95 per room per night at weekends</p> <p>PLACE - located on major routes in England's West Country</p> <p>PRODUCT - eight lodges in the chain, each with 32 double bedded en-suite bedrooms, serving a buffet breakfast</p> <p>PROMOTION - at weekends a family can stay for £65.00 for 2 rooms</p>	(4)

Question Number	Answer	Mark
3 (a)	<p><i>Award 1 mark for identifying each appropriate technique to a maximum of 2. Each must be significantly different</i></p> <ul style="list-style-type: none"> • Local newspaper or magazine advertising • Producing leaflets or flyers • Online discount vouchers • Stay Friday & Saturday and stay Sunday night free • Get a feature or article published in a local paper from doing a public relations activity • Displaying information in guest bedrooms during the week to encourage business travellers to return at their leisure • Displaying tent cards/posters in reception during the week to encourage business travellers to return at their leisure • Introduce a loyalty scheme for regular customers to encourage them to use the Stopover Lodges more <p><i>Award marks for other suitable answers</i></p>	(2)

Question Number	Answer	Mark
3 (b)	<p><i>Award 1 mark for a brief explanation of how each technique could have an effect on sales and profits and a further mark for a more detailed answer for each. Possible answers include:</i></p> <p><i>Local newspaper or magazine advertising</i> - after seeing the advertisement guests are attracted to book/stay at the Stopover Lodges (1) this will increase accommodation sales and therefore profits as there would be little increase in costs. Additional revenue may be made from secondary sales eg breakfast. (1)</p> <p><i>Producing leaflets or flyers</i> - after seeing the leaflet or flyer guests are attracted to book/stay at the Stopover Lodges (1) this will increase accommodation sales and therefore profits as there would be little increase in costs. Additional revenue may be made from additional sales eg breakfast. (1)</p> <p><i>Online discount vouchers</i> - after seeing the opportunity to receive a discount, online guests are attracted to book/stay at the Stopover Lodges (1) this will increase accommodation sales and therefore profits as there would be little increase in costs. Additional revenue may be made from additional sales eg breakfast. (1)</p> <p><i>Stay Friday & Saturday & stay Sunday night for free</i> - after seeing this opportunity for a free night's stay guests may decide to book with Stopover Lodges rather than stay with a competitor (1) this will increase overall accommodation sales and have more guests stay on Sunday nights which are usually quiet in hotels. Additional revenue may be made from additional sales eg breakfast. (1)</p> <p><i>Award marks for other suitable answers</i></p>	(4)

Question Number	Answer	Mark
4	<p><i>Possible answers could include:</i></p> <ul style="list-style-type: none"> • Creating a catchy and easily identifiable name (1) • Designing and using an easily identifiable logo eg McDonald's golden arches (1) • Advertising regularly so the brand image becomes memorable (1) • Have a set price which reflects the perceived quality or image of the product or service (1) • Use the same colour/s in the logo, name, livery, staff uniforms etc e.g. Premier Inn's purple (1) • Create slogans and /or jingles that are catchy and memorable e.g. Tesco's 'Every little helps' (1) <p><i>Award 1 mark for a brief description plus 1 mark for extended detail or for giving a suitable example. Award marks for other suitable answers</i></p>	(6)

Question Number	Answer	Mark
5	<p><i>Possible answers could include:</i></p> <ul style="list-style-type: none"> • Selection of suitable suppliers, including local and organic suppliers • Guarantee quality of supplies for consistency & freshness • Review competitor provision of breakfast regards price, menu, location and ambience. • Determine appropriate marketing and it's legalities eg roadside boards & notices • Recruitment and training of suitable staff to work breakfast shifts eg from local population • Analysis of available marketing research, either primary, secondary or both regards demand for a breakfast provision for both resident and non-residents • Consideration of current trends eg healthy eating, organic produce, dietary requirements of potential guests 	(8)
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Candidate offers little suggestion of the external factors affecting the provision of breakfast. Answers are undeveloped and lack any detail or analysis and are limited to a couple of short points.
2	3-5	Candidate offers some good suggestions of the external factors affecting the provision of breakfast. However responses do lack detail and depth of understanding with answers lacking reasoning and explanation. Little attempt is made at an analysis of the factors with responses being limited to a description.
3	6-8	Candidate demonstrates a clear knowledge of and appears to fully understand the many external factors which could affect the provision of an improved breakfast product. Responses are in detail and include an attempt at analysis by evaluating how their proposed solutions would impact on the business.

Question Number		Answer
6		<p><i>Possible answers could include</i></p> <ul style="list-style-type: none"> • Advise guests verbally on booking that there may be road works so that they can plan their journeys accordingly • Write to guests nearer the time of their stay to advise them of the most up to date information on the road works • If a particular lodge is suffering more than another from the roadworks advise guests that maybe they would like to stay in one of the other lodges away from the road works to avoid unnecessary delays • To be in regular contact with the local council regards the dates and times of the road works so that guests can be advised accordingly. • At breakfast times and on departure give guests details on the current road situation • When guests arrive at the lodges ask if they have had any delays and offer them a complimentary drink or eg a bottle of bath soak • Advise guests of alternative routes to avoid the road works
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Candidate offers little suggestion on how the effects of road works could be minimised by Stopover Lodges for their guests. Answers are undeveloped; lack any detail or evaluation and are limited to a couple of short points.
2	3-5	Candidate offers some good suggestions on how the effects of road works could be minimised by Stopover Lodges for their guests. However some responses do lack detail and depth of understanding and answers lack some reasoning and explanation.
3	6-8	Candidate offers clear and detailed suggestions of and appears to fully understand how the possible effects of major road works could be minimised for guests of the Stopover Lodges, with responses being in some detail. The answer includes an evaluation of how their proposed solutions would impact on the business.

Question Number	Answer	
7	<p><i>Possible answers could include:</i></p> <ul style="list-style-type: none"> • West Country Tourist Board's website to have hyper-links to all other tourism providers • All West Country Tourist Board publications to include information on what to do and where to stay in the county • West Country Tourist Board to go to exhibitions and trade shows to market the area with some local businesses in attendance. This could give access internationally to some businesses • West Country Tourist Board to keep data and statistics eg on number of tourists visiting the area, income generated from tourism and occupancy levels amongst accommodation providers for all to access as secondary research information • West Country Tourist Board to carry out primary market research on behalf of all the providers to find out what potential customers want and what actual customers have experienced • Provide for joint promotions eg guest houses promoting local restaurants or shops with discount vouchers and vice versa • Include copies of West Country brochures/attraction leaflets in guest bedrooms and at reception • Creating loyalty schemes amongst all the tourism providers eg passport points for visiting various places in the area • Share the cost of producing a DVD of the area and it's attractions to send out internationally • Act as a central booking agency for accommodation sales. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Candidate demonstrates a limited knowledge of how businesses can jointly market themselves. Answers are weak and undeveloped and lack any detail or justification.
2	3-4	Candidate demonstrates a good knowledge of how businesses can jointly market themselves. However some responses do lack detail and depth of understanding.
3	5-6	Candidate demonstrates a sound knowledge of how businesses can jointly market themselves and gives detailed responses and clear explanations of the activities suggested.

Question Number	Answer	
8	<p><i>Possible answers include:</i></p> <ul style="list-style-type: none"> • They will need to know how much the different advertisements cost in the different brochures • Measure how many people responded to the different advertisements by using either a coded coupon or a tailor-made email address or telephone line • Find out/compare how many people/organisations the different brochures are distributed to • Working out the cost per enquiry based on how many people responded to the different advertisements • Working out the cost per booking based on how many people booked as a result of responding to the different advertisements • Calculating how many new customers made an enquiry/booked against those who had stayed at the lodges before • Working out how many extra sales and resulting profit was generated from the advertisements • Calculating the possible repeat business generated from guests booking again as a result of staying following the original marketing activity • Calculating the possible referral business generated from new guests booking as a result of friends staying following the original marketing activity. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Candidate demonstrates a limited knowledge of how to evaluate the effectiveness of the marketing activity/advertisements. Answers are undeveloped and lack any detail, justification or explanation. No attempt is made at comparing the effectiveness of advertising in different brochures
2	3-5	Candidate demonstrates a good knowledge of how to evaluate the effectiveness of the marketing activity/advertisements. However responses do lack detail and depth of understanding. Some attempt is made at comparing the effectiveness of advertising in different brochures but suggestions are limited.
3	6-8	Candidate demonstrates a clear knowledge of and fully understands how to evaluate the effectiveness of the marketing activity/advertisements and responses are detailed and justified with clear explanations. A good attempt is made at comparing the effectiveness of advertising in different brochures and how this could impact on the business.

Question Number	Answer	Mark
9 (a)	<p><i>Possible answers include:</i></p> <ul style="list-style-type: none"> • Statistics on the number of visitors to the area • Statistics on the types of visitors to the area eg families, couples, retired people • Statistics on the number of visitors at specific times of the year. • Statistics on where visitors to the area travel from eg international/domestic/local • Statistics on the means of transport that visitors to the area use • Occupancy rates of different types of accommodation in the area • Average room rates of different types of accommodation in the area • Average spend by visitors to the area/secondary spend • Statistics on why visitors come to the area • Guest ratings of accommodation standards 	(4)

Question Number	Answer	Mark
9 (b)	<p><i>Points that should be identified in the analysis include:</i></p> <ul style="list-style-type: none"> • Using the information on number and timings of visitors will help decide on levels of demand and when the quiet periods are - marketing activities could then be directed at these times • Using information on where guest travel from and how they travel could help decide on where to advertise • Using the information on occupancy rates and average room rates will enable them to decide whether they are performing better or worse than their competitors • Using the information on why visitors come to the area will help to target market activity on say joint promotions • Helps to determine customers needs and wants e.g. speaking foreign languages 	(6)

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Candidate demonstrates little understanding of the effectiveness of using statistical marketing information. Answers are brief with no attempt at analysis.
2	3-4	Candidate demonstrates a good understanding of the effectiveness of using statistical marketing information. An attempt is made at justifying how the

		information could best be used and the analysis is logical but under developed.
3	5-6	Candidate demonstrates a clear knowledge of and fully understands the effectiveness of using statistical marketing information. All responses are valid and the analysis is fully developed, logical and substantiated.

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