

Write your name here	
Surname	Other names
Edexcel Principal Learning	Centre Number
	Candidate Number
Hospitality Level 3 Unit 7: Sales and Marketing in the Hospitality Industry	
Sample Assessment Material 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.

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Use the information given below to answer Questions 1–9.

Peter and Julie Harris bought *The Waterside Inn* four years ago and have developed it into a successful **gastro pub** with six guest bedrooms. It is located next to a canal in a small market town in Derbyshire called Ashbury. *The Waterside Inn* has become a popular destination for customers wanting a fine dining experience in a warm and friendly environment. It has also received many local **food and drink** awards and has been featured in the local press. The menu is designed using local organic produce and the bar serves a range of beverages, including fine wines and locally produced cask ales.

The accommodation at *The Waterside Inn* consists of six double guest bedrooms which are furnished to an extremely high standard, all being en suite with four poster beds. Breakfast is included in the price. The English Tourist Board has graded the property with 5 Diamonds for the excellent overall quality of facilities, service and breakfasts.

Recently, Peter and Julie have decided to enter into a joint business venture with their son Mark, who graduated from university with a degree in Hospitality last summer. Peter and Julie purchased *The Royal Oak*, which Mark is to manage. *The Royal Oak* is situated on a country lane four miles out of Ashbury in the direction of a large tourist spa town seven miles away. *The Royal Oak* is also a pub but does not have guest bedrooms. It does, however, have a 60 cover restaurant and two acres of land. Mark aims to attract a different type of clientele to *The Royal Oak* in order not to compete directly with his parents.

In the past, Peter and Julie have tended to rely on the reputation of their food and **word of mouth** to promote sales at *The Waterside Inn* and up to now they have not had to spend much on advertising. Mark has employed you, a friend from university, to work with him on setting up and running *The Royal Oak*, as you specialised in marketing at university. Peter and Julie have asked you to assist them in marketing and selling the services of both businesses.



1 As marketing manager, you want to convince the Harris family that they need to invest more in marketing and selling techniques for both businesses.

Identify **four** differences between marketing and selling.

1

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2

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3

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4

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(Total for Question 1 = 4 marks)

2 Describe **three** promotional techniques that you could use to increase sales at *The Waterside Inn*.

1

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2

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3

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.....

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(Total for Question 2 = 6 marks)



3 (a) Give **two** examples of possible target markets for *The Royal Oak*.

(2)

1

.....

2

.....

(b) Identify **two** possible needs of **one** of the target markets you identified in (a).

(2)

Target market

.....

Need 1

.....

.....

Need 2

.....

.....

(c) Describe how you might research a target market for a business.

(2)

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.....

(Total for Question 3 = 6 marks)



4 Online marketing is used increasingly by hospitality businesses to promote and sell their products and services.

Describe **two** different ways in which online marketing could be used by *The Waterside Inn* to encourage new business.

Way 1

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Way 2

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(Total for Question 4 = 4 marks)



8 You are about to start writing a marketing plan for the two businesses. However, you need to know how you will evaluate the effectiveness of the different marketing activities you are going to propose.

(a) Identify **three** marketing activities you would like to propose.

(3)

Marketing activity 1

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.....

Marketing activity 2

.....
.....

Marketing activity 3

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.....

(b) Explain how you would evaluate the success of each activity you identified in (a).

(3)

How would you evaluate the success of marketing activity 1?

.....
.....

How would you evaluate the success of marketing activity 2?

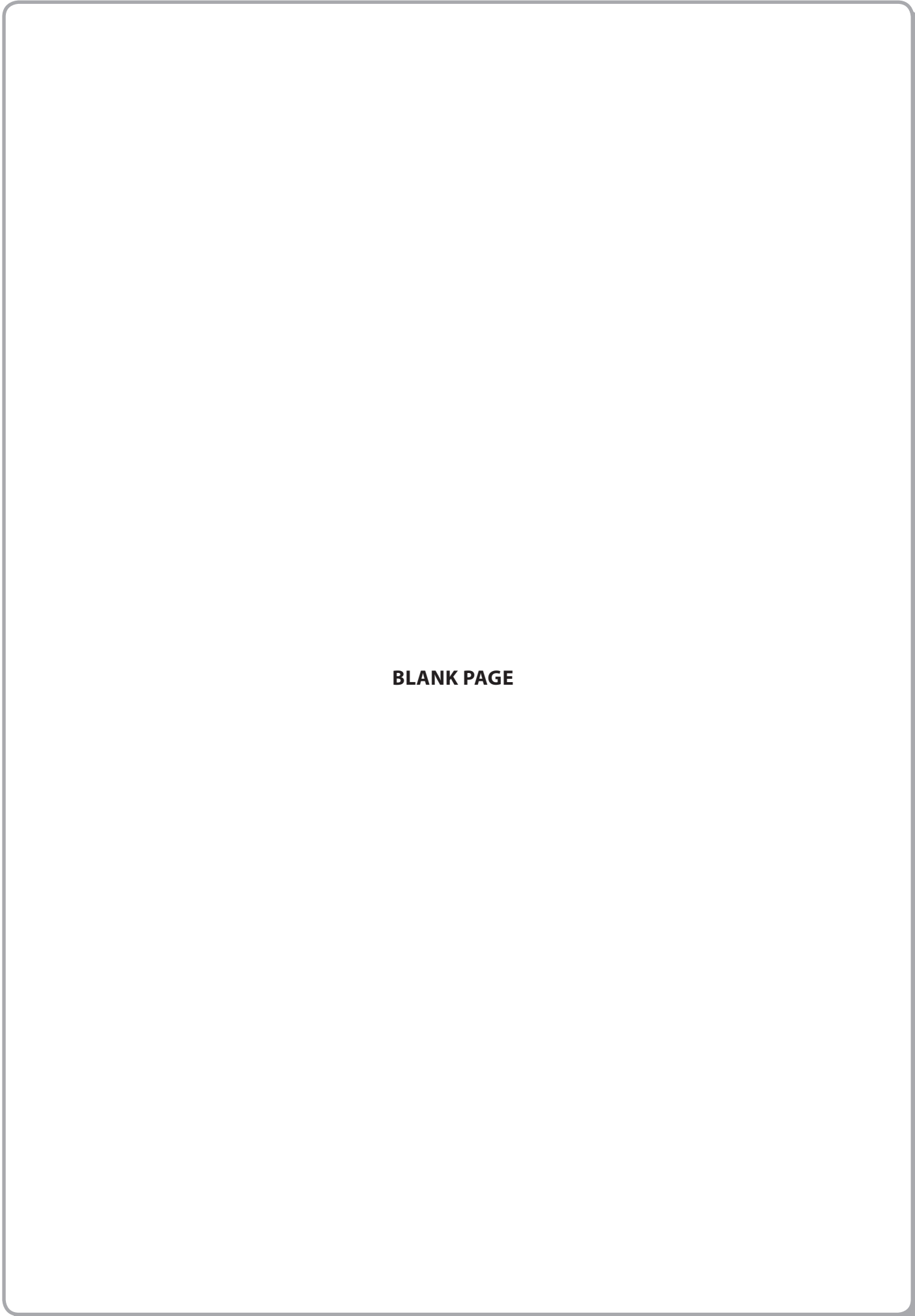
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How would you evaluate the success of marketing activity 3?

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.....

(Total for Question 8 = 6 marks)





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