

Mark Scheme

Principal Learning

**Hospitality
(H0307/01)**

General marking guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, ie if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Using the mark scheme

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing candidates to be rewarded for answers showing correct application of principles and knowledge. Examiners should therefore read carefully and consider every response: even if it is not what is expected it may be worthy of credit.

The mark scheme gives examiners:

- an idea of the type of response expected
- how individual marks are to be awarded
- the total mark for each question
- examples of responses that should NOT receive credit.

/ means that the responses are alternatives and either answer should receive full credit.

() means that a phrase/word is not essential for the award of the mark, but helps the examiner to get the sense of the expected answer.

Phrases/words in **bold** indicate that the meaning of the phrase or the actual word is **essential** to the answer.

ecf/TE/cq (error carried forward) means that a wrong answer given in an earlier part of a question is used correctly in an answer to a later part of the same question.

Candidates must make their meaning clear to the examiner to gain the mark. Make sure that the answer makes sense. Do not give credit for correct words/phrases which are put together in a meaningless way. Answers must be in the correct context.

Question Number	Question	Mark
1	Identify four differences between marketing and selling.	
	Correct Answer	Mark
	<p>Possible answers could include:</p> <ul style="list-style-type: none"> Marketing is a proactive process (1 mark), identifying customers and their needs, then developing a product to meet those needs (1 mark). Selling is a reactive process (1 mark), trying to find customers for an existing product (1 mark). Selling is only one part of the marketing strategy (1 mark). <p>Award marks for other suitable responses.</p>	(4)

Question Number	Question	Mark
2	Describe three promotional techniques that you could use to increase sales at <i>The Waterside Inn</i> .	
	Correct Answer	Mark
	<p>Award 1 mark for naming a technique and 1 mark for describing it appropriately.</p> <p>Possible answers could include:</p> <ul style="list-style-type: none"> radio broadcast advertising within the local area (1 mark) surrounding <i>The Waterside Inn</i> which could be repeated at frequent intervals to raise awareness and prompt recall (1 mark) local newspaper advertising using a photograph and appropriate copy promoting <i>The Waterside Inn</i> (1 mark). Newspaper advertising may be seen by new target markets; some readers may be seeking information on places to eat and drink and with repetition of the adverts readers may remember the pub (1 mark) leaflets or flyers, with informative copy, posted through the letterboxes of houses or handed out in Ashbury and the wider local area (1 mark) to raise local awareness of <i>The Waterside Inn</i> (1 mark) sales promotions for specific items (1 mark) which are designed to be effective immediately and may complement another promotional technique, for example, 'blackboard specials', drinks promotions or other 'specials' which will make customers think that they are getting value for money when they do visit the pub (1 mark). <p>Award marks for other suitable responses.</p>	(6)

Question Number	Question	
3(a)	Give two examples of possible target markets for <i>The Royal Oak</i> .	
	Correct Answer	Mark
	<p>Award 1 mark for each identified target market up to a maximum of 2 marks.</p> <p>Example responses could include:</p> <ul style="list-style-type: none"> • Tourists - spa town (1 mark) • Local families with children (1 mark) • Local workers (1 mark) <p>Award marks for other suitable responses</p>	(2)

Question Number	Question	
3(b)	Identify two possible needs of one of the target markets you identified in (a).	
	Correct Answer	Mark
	<p>Award 1 mark for correctly identifying a need of the specified target market up to a maximum of 2 marks.</p> <p>Example responses could include:</p> <p>Tourists Possible needs:</p> <ul style="list-style-type: none"> • international dishes or dishes with wide appeal • ability to accommodate large groups (coach parties) <p>Local families with children Possible needs:</p> <ul style="list-style-type: none"> • children's play area • children's menu <p>Local workers Possible needs:</p> <ul style="list-style-type: none"> • swift service • value for money <p>Award marks for other suitable responses</p>	(2)

Question Number	Question	
3(c)	Describe how you might research a target market for a business	
	Correct Answer	Mark
	<p>Award 1 mark for identifying a valid research method and 1 mark for an appropriate description of this method up to a maximum of 2 marks.</p> <p>Primary (field) research - surveying or observing the price, product or service preferences of the target market (1 mark).</p> <p>Secondary (desk) research - using published sources to identify age and population statistics for a specified area (1 mark).</p> <p>Award marks for other suitable responses</p>	(2)

Question Number	Question	
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 <i>The Waterside Inn</i> to encourage new business.	
	Correct Answer	Mark
	<p>Award 1 mark for naming a suitable method of online marketing and 1 mark for describing it appropriately or giving a suitable example of that method up to a maximum of 4 marks.</p> <p>How online marketing could be used:</p> <ul style="list-style-type: none"> • <i>The Waterside Inn</i> could develop a website for promoting new products and services (1 mark). Potential customers would have easy access to the website and can be kept up to date with all promotions (1 mark) • set up website for online bookings (1 mark), ease of access to this service may increase the number of pre-bookings made and thus increase overall business (1 mark) • the site can be optimised for search engine display (1 mark). This would increase the likelihood of new customers going to <i>The Waterside Inn</i> site (1 mark) <p>Award marks for other suitable responses.</p>	(4)

Question Number	Question	
5	Describe how the Harris family could jointly market <i>The Waterside Inn</i> and <i>The Royal Oak</i> .	
	Correct Answer	
	<p>Description of which joint marketing activities could be used include:</p> <ul style="list-style-type: none"> • set up a joint website. This would maximise recognition of both properties • employ a dual discount scheme or cross-selling, with the aim of increasing the spending of their existing customer base • use of existing customer base gives <i>The Royal Oak</i> access to <i>The Waterside Inn's</i> past markets • arrange a press release to increase awareness of <i>The Royal Oak</i> when announcing the new business venture of Mark Harris • design a common brand, this would allow for quicker recognition of both pubs • advertise both businesses in the same advertisement thereby sharing the cost of advertisements and maximising the benefit of money spent on advertising. 	
Level	Mark	Descriptor
1	1-3	Descriptions of possible activities are brief and undeveloped and demonstrate only a limited understanding of the principles of joint marketing.
2	4-6	Actions proposed demonstrate some understanding of the principles of joint marketing but descriptions are not fully developed.
3	7-8	Actions proposed demonstrate a clear understanding of the principles of joint marketing. Descriptions of how the family could jointly market the two businesses are clear and fully developed.

Question Number	Question	
6	Analyse the likely impact on <i>The Royal Oak's</i> business of a new branded pub opening nearby.	
Correct Answer		
<p>Likely impact on <i>The Royal Oak's</i> sales of a new branded pub opening nearby, could include the following:</p> <ul style="list-style-type: none"> • Depends on the effectiveness of the branded pub's promotional campaign and customer awareness of its opening • There may be some impact on food and drink sales in the evening and at weekends as the branded pub may appeal to families on a tight budget • The new business would rely on customers driving to the location whereas customers can walk to <i>The Royal Oak</i> • If <i>The Royal Oak</i> marketed their individuality there may not be much impact on sales as branded operations do not always appeal to a discerning market. 		
Level	Mark	Descriptor
1	1-3	Brief references made to the impact on sales of the business. Analysis is limited and undeveloped.
2	4-6	Some analysis of the effects of the new business opening. Demonstrates quite good knowledge and understanding of the potential impacts but analysis is limited.
3	7-8	Detailed analysis of a number of likely impacts on the business. Demonstrates a clear knowledge and understanding of the effects and presents fully-explained arguments.

Question Number	Question	
7	Evaluate how the Harris family might minimise the effects of a recession on <i>The Waterside Inn's</i> sales.	
Correct Answer		
<p>Potential ways of minimising the effects of a likely recession would include:</p> <ul style="list-style-type: none"> • Target tourist customers with discounts for longer stays to ensure revenue • Target business customers with reduced rates for repeat stays to ensure revenue • Promote more than one product or service to avoid over-reliance on revenue from room sales • Concentrate on value for money product or service offers to attract custom from the local population. <p>Award marks for other suitable responses.</p>		
Level	Mark	Descriptor
1	1-3	Brief reference made to the effects of a recession on the business. Proposed solutions made with limited/no evaluation and are not explained.
2	4-6	Actions proposed demonstrate a good understanding of the problems of/ways to combat a recession but evaluation is limited and not fully developed.
3	7-8	Actions proposed demonstrate a clear understanding of the effects of a recession on the business. A full and logical account of how their proposed solutions would impact on the business.

Question Number	Question	
8	a) Identify three marketing activities you would like to propose. b) Explain how you would evaluate the success of each activity that you identified in (a).	
	Correct Answer	Mark
	<p>Award 1 point for identifying each marketing activity and how it would be used and 1 mark for recommending how to evaluate the success of that activity which could include:</p> <p>Activity - Advertising in local paper or delivering a flyer/leaflet which includes a discount voucher for customers to use (1 mark).</p> <p>Evaluation - Success of this could be measured by the number of people redeeming the vouchers and the change in the number of customers visiting the restaurant (1 mark).</p> <p>a) A coded advertisement in a local paper/magazine/on a flyer which needs to be quoted on being used (1 mark). b) This method allows easy evaluation of its success by measuring changes in the number of customers visiting the restaurant and the number of people using the vouchers (1 mark).</p> <p>a) Advertising aimed at promoting the website (1 mark). b) Counting 'hits' on the website and the change in online bookings would be a clear indicator of success (1 mark).</p> <p>a) Hold an event and issue a press release (1 mark). b) Success could be measured by checking whether the press release has been included in the press and monitoring the change in restaurant custom (1 mark).</p> <p>a) Holding a competition or raffle and counting the number of entries and then using the details to make up a potential customer database (1 mark). b) Success could be evaluated by the size of the database and the resulting impact of sending regular mailshots on business (1 mark).</p> <p>Award marks for other suitable responses.</p>	(6)

Question Number	Question	
9	Evaluate whether you would or would not advertise in the booklet again this year.	
	Correct Answer	
	<p>Possible points that will be identified in the evaluation:</p> <ul style="list-style-type: none"> • Cost of the advertisement compared to the cost of 'giving away' the free wine. (Candidates may exemplify this through a calculation using the data provided) • Finding out how many potential customers received a copy of the council's booklet and booked at a later date ie increased the awareness of <i>The Waterside Inn</i> • Determining how many of the 48 customers who used the voucher were first-time customers and how many were existing customers who would have booked anyway • Assessing how much repeat business came from those attending a meal at Christmas for the first time • Setting the total cost to <i>The Waterside Inn</i> of the marketing strategy (cost of the advertisement, cost of the wine given away, staff wages for time spent on this strategy) against additional earnings brought about through this strategy (first-time customers, repeat business, more customers through increased awareness). 	
Level	Mark	Descriptor
1	1-3	Candidate demonstrates limited knowledge of the factors involved in evaluating the success of the marketing activity. Answers are undeveloped, limited and make no/brief use of the relevant data. No/limited conclusions given about whether they would/would not advertise in the booklet again.
2	4-7	Candidate demonstrates a good knowledge of the factors involved in evaluating the success of the marketing activity. Answers make some use of the relevant data and basic calculations are made. The evaluation is logical (based on the data and calculations) but underdeveloped.
3	8-10	Candidate demonstrates a clear and full understanding of the factors involved in evaluating the success of the marketing activity. Answers are fully developed and make valid use of the relevant data, with calculations linked to arguments made. A fully developed and logical evaluation (based on the data and calculations) is made about whether they would/would not advertise in the booklet again.