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

1. This question is about the sales process and buyer behaviour.

There are a number of stages involved in the sales process. Three of the stages are:

- establishing rapport
- determining customer needs and expectations
- closing a sale.

(a) Describe these **three** stages.

(i) Establishing rapport
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(2)

(ii) Determining customer needs and expectations
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(2)

(iii) Closing a sale
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(2)



Use the following information to answer Question 1(b).

This morning, Husnara, a reservations agent for a domestic tour operator specialising in hotel accommodation, served two different types of customer, over the telephone.

- The first customer type was a couple who wanted to book a romantic hotel for their honeymoon night. They needed advice on which hotel would best serve their needs.
- The second customer type was a businessman who urgently required a hotel room in London.

(b) Identify and explain **one** skill/quality Husnara could have used for each customer type to effectively meet their needs. You must identify a **different** skill/quality for each customer type and explain why it would have been effective.

(i) Honeymoon couple

Skill/quality (1)

Explanation
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.....
..... (2)

(ii) Businessman

Skill/quality (1)

Explanation
.....
..... (2)



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(iii) Explain why different skills and qualities would be used with different types of customers.

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(4)



Use the following information to answer Question 1(c)

WOOLLEY GRANGE HOTEL



CHILDREN

Children are a very important part of life at Woolley. The Woolley Bears Den is open all day, every day (supervised from 10.00 a.m.–4.45 p.m.) – we have a variety of eating options for young and older children and also a wide variety of things to do. There is an outdoor play area, children’s croquet, bikes, outdoor table tennis, football nets, board games, PlayStation Two in the Long Room and of course an outdoor heated pool in the summer months.

Woolley Bears Den

Woolley Bears Den is our supervised playroom in the red brick coaching house at the back of the main house.

Children are encouraged to spend time playing freely. We have a vast array of puzzles, Lego, favourite character toys, dressing-up outfits, dolls houses and dolls!

The facility is normally open from 7.00 a.m. (ish) until late. Although the nannies supervise from 10.00 a.m. until 4.45 p.m., it is unsupervised play during mealtimes. We recommend the Den for tiny ones up to 8 years and it is a real treasure trove of activities for our younger guests.

In the grounds, we have the wonderful outdoor heated swimming pool, a giant trampoline, table tennis and lots of ball games available – an endless supply of things to keep everyone occupied for hours.

Children’s Food

High Tea is served every day in the Den kitchen. A choice of two meals per day can be ordered at reception. The ‘teenies’ lunch menu is available for children who are dining with parents and the ‘teenies’ dinner menu is served from 6.00 p.m.

ADULTS

Treats and Food

Famous for our Traditional British cooking, our Head Chef, Rob Scott, is drawing on his global culinary experience to introduce contemporary international trends that complement the very best of British flavours. The emphasis remains on using good quality ingredients from local suppliers of naturally reared or organic produce where possible. This includes fruit and vegetables from our own walled garden which has had organic status since 2004. Our team of chefs have an enthusiastic commitment to good food for all the family.

The Orangery is open for lunch and dinner, serving lighter meals and snacks.

Spa Treatments

We have three masseurs, all of whom we use on a regular basis. We can usually arrange sessions at short notice so if you would like a treatment, please ask reception.

Teenie Dinner Menu

Mains

- Sausage, Mash and Onion Gravy
- New Potatoes and Parsley Sauce
- Poached Salmon with Fresh Vegetables
- Stir Fried Chicken with Egg Noodles, Vegetables and Sweet Soy Sauce
- Macaroni Cheese with Broccoli
- Spaghetti Bolognese with Parmesan
- Battered Haddock with Chunky Chips and Peas

Desserts

- Fresh Fruit Salad
- Banana Split
- Steamed Sponge and Custard
- Ice Cream

(Source: adapted from www.woolleygrangehotel.co.uk)



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Another customer that Husnara served was a woman looking for a weekend break in a hotel for herself, her husband and their two small children aged 4 and 6 years. The family wanted:

- suitable activities and services for the two small children
- an opportunity for the husband and wife to enjoy some quality time for themselves.

Husnara thought that Woolley Grange Hotel would suit their requirements.

(c) Identify **two** features of the hotel that Husnara could have highlighted to the customer to sell this weekend break. Explain how each feature would suit the family.

Feature 1 (1)

Explanation
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..... (2)

Feature 2 (1)

Explanation
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..... (2)

(Total 22 marks)

Q1

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2. (a) Describe **two** methods of primary research that an organisation could undertake to find out what its customers think of its products/services.

1

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(2)

2

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(2)

Read the following information before answering Questions 2(b) and 2(c).

The Bonnington Hotel is situated 5 miles outside Torquay on the South Devon coast. Rooms can be booked by telephone, on the hotel website or in the local tourist information centre.

In recent years the hotel has developed its facilities and now has 70 en-suite bedrooms. It has an indoor swimming pool and spa area as well as a small 9 hole golf course. The restaurant is renowned for its seafood and has received several awards. The hotel is considering building a conference suite of rooms to attract the business market.

Currently The Bonnington Hotel charges the same prices for its rooms and facilities regardless of the time of year.

The hotel relies to a large extent on repeat bookings. It keeps a database and regularly emails past customers. The hotel advertises in regional newspapers and gives leaflets to the local tourist information centre to display.

The Bonnington Hotel's major objectives for the coming year are to:

- maximise hotel occupancy
- increase usage throughout the whole year.

The hotel is usually fully booked in July and August, half full in May, June, September and October but then is very quiet during the remainder of the year.



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(b) Explain how the 4 Ps listed below may work for or against the hotel as it tries to achieve these objectives.

Place

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(3)

Product

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(3)

Price

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(3)

Promotion

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(3)



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(c) The Bonnington Hotel wants to develop a promotional plan to help it achieve its objective of increasing usage throughout the whole year.

Suggest **two** promotional activities the hotel might consider. You may suggest promotional techniques and/or promotional materials. Justify your suggestions.

Suggestion 1

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(1)

Justification

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(2)

Suggestion 2

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(1)

Justification

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(2)

Q2

(Total 22 marks)



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3. (a) Describe each of the following promotional techniques.

Advertising
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(2)

Display
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(2)

Direct Marketing
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(2)



Heathrow's new terminal, Terminal 5, opened last year to much publicity.

Use the following extract to answer Questions 3(b) and 3(c).

'Heathrow's new Terminal 5 is full of light and space. However, the key for British Airways will be how the £4.3 billion building works when it opens for the airline's exclusive use from the end of next week. BA has suffered more than other airlines from queues, delays and baggage problems. BA insists passengers will be through one of the 100 or more check-in desks in Terminal 5 within 5 minutes. 'There should be minimal queuing' says a spokesman. BA expects 80% of passengers to check in at a self-service kiosk or online. The airline is reintroducing a fast bag drop service. Passengers will have their tickets scanned, drop their bag and walk past the check-in desks into security. The airline insists there will be enough security channels to make lengthy queues a thing of the past. Boarding at the gate will also be quicker.'

(Source: adapted from Travel Weekly, 1 February 2008)

- (b) Choose **one** target market you think will be particularly attracted by the new services offered by BA in Heathrow's Terminal 5. Explain why you think this particular target market will be attracted by these new services at Heathrow Terminal 5.

Target market (1)

Explanation (3)

- (c) (i) Suggest an item of promotional material that would be suitable for the target market you have chosen in 3(b).

..... (1)



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(ii) In the space provided below, design your item of promotional material. Use the information from the extract and add other information you think important.

You should consider:

- your target market
- appropriate information
- presentation.

(12)





<p>(iii) Explain why this promotional material will be effective for the chosen target market.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(3)</p> <p style="text-align: right;">(Total 26 marks)</p>	Leave blank
	Q3



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(b) Analyse the effectiveness of the promotional campaign you have described in 5(a).

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(6)

Q5

(Total 12 marks)

TOTAL FOR PAPER: 90 MARKS

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