

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 4 June 2013 – 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 below to answer all questions.

Lisa and Ken Manso own and run the *Arabica Café*, a 40-seater coffee shop located on their local high street. Their menu comprises freshly brewed speciality coffees, teas and hot chocolate drinks, with a selection of sandwiches, snacks, home-made cakes and pastries. Lately business has been slow and they have decided that they need to carry out some marketing.

However, as a result of customer feedback on the popularity of their products they have recently set up *Go Arabica*, a delivery service to businesses on local trading estates and industrial parks. Early sales have been good and Lisa and Ken would like to expand this side of their business further. They intend to carry out marketing activities for *Go Arabica* too.



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

1 (a) State the **four** elements of the marketing mix.

(4)

1

2

3

4

(b) Identify **three** ways in which a market can be segmented for marketing purposes.

(3)

1

2

3

(c) Explain how a business can use the product life cycle model to assess demand for a product over a period of time.

(4)

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(Total for Question 1 = 11 marks)



2 Lisa and Ken plan to carry out some marketing research to identify what customers would want from their *Go Arabica* delivery service.

(a) Describe **one** way in which they could collect *internal* secondary marketing research.

(2)

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(b) Describe **one** way in which they could collect *external* secondary marketing research.

(2)

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(c) Lisa and Ken intend to ask potential customers what they would want from *Go Arabica* by distributing a questionnaire.

Explain how Lisa and Ken could evaluate the results from this questionnaire.

(6)

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(Total for Question 2 = 10 marks)



3 (a) Describe **two** different point-of-sale activities that Lisa and Ken could offer to increase sales in the *Arabica Café*.

(4)

1

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2

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(b) Describe **two** different online marketing activities that Lisa and Ken could use to attract business for the *Go Arabica* delivery service.

(4)

1

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(c) If Lisa and Ken gave their local ladies netball team £500 in return for having *Go Arabica* printed on their kit, this would be known as:

(1)

Circle the correct answer

Branding

Merchandising

Sponsorship

Upselling

(Total for Question 3 = 9 marks)



4 Describe how Lisa and Ken could plan to develop a long-term relationship with their *Go Arabica* customers.

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(Total for Question 4 = 6 marks)



5 Analyse the actions the *Arabica Café* could take to respond effectively to a poor worldwide coffee harvest in order to maintain their market share and annual profits.

Dotted lines for writing.

(Total for Question 5 = 8 marks)



6 To promote their *Go Arabica* delivery service, Lisa and Ken have placed an advertisement in the business pages of their local newspaper costing £375.

Explain how they could evaluate the success of this marketing activity.

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(Total for Question 6 = 6 marks)



7 Explain how Lisa and Ken could minimise the effects of a well-known branded coffee shop opening an outlet on their high street.

Dotted lines for writing the answer to Question 7.

(Total for Question 7 = 10 marks)

TOTAL FOR PAPER = 60 MARKS



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