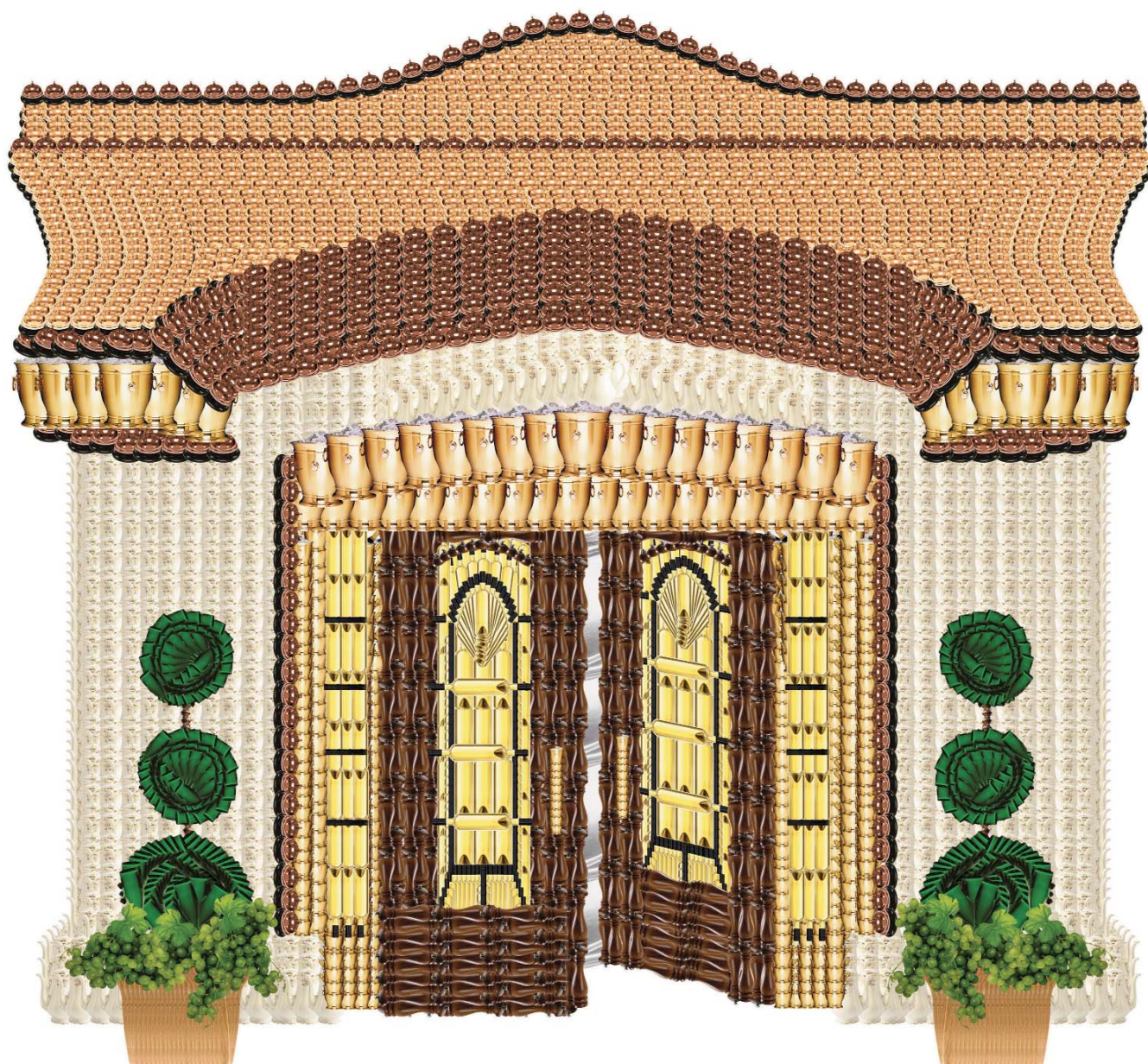


SPECIMEN PAPER

UNIT 7 - SALES AND MARKETING OF HOSPITALITY PRODUCTS AND SERVICES



Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

Level 3 Diploma Principal Learning
Specimen Paper



Unit 7 Sales and marketing of hospitality products and services

- | |
|---|
| <p>For this paper you must have:</p> <ul style="list-style-type: none"> • your notes on the completed Tasks • another copy of the Preliminary Material • the answer book provided |
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Time allowed

- 2 hours

Instructions

- Read **all** the questions carefully first before beginning the examination.
- Answer **all** the questions.
- Use a blue or black ink or ball-point pen.
- Write the information required on the front of your answer book.
- Cross through any work you do not want to be marked.
- You can refer to your notes on the Research Tasks during the examination.
- Attach your notes on the Research Tasks to the back of your answer book at the end of the examination.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for the appropriate and accurate use of English in your answers.

For Examiner's Use			
Question	Mark	Question	Mark
1		3	
2		4	
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			



Questions 1, 2 and 3 are **not** related to the case study.

Question 4 **is** related to the case study.

Answer **all** questions.

1 (a) Give **five** reasons why sales and marketing activity is important to the hospitality industry.

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(5 marks)



(b) Describe **three** different ways in which selling opportunities can be incorporated into daily activities within the hospitality industry.

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(6 marks)

(c) List **four** methods of gathering customer feedback used by hospitality establishments.

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(4 marks)

(d) Explain how the information gained from customer feedback can be used to improve hospitality products and services.

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(4 marks)



Barcode

2 Identify **two** alternative methods of on-line/e-marketing that are used by the hospitality industry.

For each method give one different advantage and disadvantage for the promotion of products and services.

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(6 marks)



3 (a) Describe **three** impacts upon the UK hospitality industry if there was an outbreak of pandemic flu and in bound flights were cancelled.

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(3 marks)

(b) Describe **three** impacts upon the UK hospitality industry if the value of the pound was weak against the dollar.

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(3 marks)

(c) Describe **three** impacts the migration of international workers into the UK has had upon the hospitality industry.

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(3 marks)



Barcode

(d) Analyse how the move towards a healthy diet has affected the UK hospitality industry.

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(6 marks)



