



Level 3 Diploma Principal Learning  
January 2011

## **Hospitality Level 3**

**HOS3U7/PM**

**Unit 7 Sales and marketing of hospitality products and services**

## **Preliminary Material**

**To be opened and issued to candidates on 1 November 2010 or as soon as possible thereafter.**

## What you have to do

Read the following information and complete the **two** Research Tasks before attending the two hour examination. Any notes that you make on the Research Task must be without the assistance of another student or anyone else, other than your teacher/lecturer for the subject. These notes are expected to be no more than **twelve sides of A4 and must be your own notes only**. Unedited printouts from the Internet are not acceptable. Make sure your notes clearly show on the front page your centre number, your name and candidate number and are securely fastened together.

You **must** take your notes on the Research Task into the examination. You **must** hand in your notes at the end of the examination, securely attached to your answer book. You must **not** take the first copy of this Preliminary Material into the examination. You will be issued with a second clean copy at the start of the examination.

Not all questions in the examination will be based upon the Preliminary Material.

Your teacher/lecturer may teach to this Preliminary Material.

## Research Task One

The traditional pub industry has continued to decline over recent years. Many pubs have failed to cope with rising costs, the smoking ban and lower priced alcohol available at supermarkets. As a result, a significant number of pubs has closed; mainly freehouses and leased/tenanted pubs. Despite this trend the number of large managed (branded) pubs has continued to grow. You are required to research

- one managed (branded) pub
- one freehouse or leased/tenanted pub

and gather a detailed understanding of their marketing activities.

In order for you to answer the exam questions you should:

- (a) know how your chosen establishments gather, analyse and use customer feedback
- (b) understand the marketing techniques used by the pubs
- (c) know the range of products and services offered in each establishment
- (d) know how each establishment promotes and advertises their products including online/e-marketing.

## Research Task Two

You will now focus on your chosen freehouse or leased/tenanted pub. In an attempt to stay in business, many freehouses and leased/tenanted pubs have introduced food and accommodation as additional facilities for customers to purchase and enjoy. Based upon the success of others, the owner of the freehouse or leased/tenanted pub that you are researching has asked you to help design a marketing plan for the introduction of food.

In order for you to answer the exam questions you should understand how hospitality marketing plans are researched, designed and implemented.

**END OF PRELIMINARY MATERIAL**