

## **BIIAB LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY**

### ***Unit 6: Sales Promotion***

#### **Specimen Questions**

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The specimen examination questions contained in this publication are representative of the type of questions used to assess candidates taking the written examination paper for this qualification.

A marking scheme for each of these questions is towards the end of this document.

Each unit of the Diploma in Licensed Hospitality is assessed in two parts:

- 1) Part A The Open Book Test
- 2) Part B The Written Examination Paper.

#### **Part A The Open Book Test**

The Open Book Test consists of five short answer questions and is marked out of 20 marks. Each question is marked out of 4 marks. Candidates need to obtain 10 marks out of 20 in order to pass.

#### **Part B The Written Examination**

The examination paper consists of 10 short answer questions. Candidates are given 1 hour to complete the paper. Each question is marked out of 4 marked The examination paper is marked out of 40 marks and candidates will need to obtain 20 marks to pass.

Calculators can be used in the examination.

You need to pass both Part A and Part B to pass the Unit.

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### Specimen Questions

#### Question 1

The manager of the Old Forge pub has decided to invite all customers to enter a free prize draw for each bottle of wine purchased. The monthly draw will be a single prize of 6 bottles of wine. Recommend **two** communication tools the manager can use to promote this offer giving reasons for your choice. **4 marks**

#### Question 2

Stephanie, the owner of the Dome leisure centre, is considering holding a summer ball and has calculated that she will need to increase bar sales by £2835 to break even.

Describe **two** factors that Stephanie will have to consider before deciding to go ahead with the summer ball. **4 marks**

#### Question 3

David Rayner has been running a price discount promotion on draught cider on a Thursday night for the last 3 months. The promotion ended last week and David is now analysing the evaluation data to review the success of the promotion.

- (a) Identify **two** areas against which David will review the success of the promotion.
- (b) Outline **two** actions that David may take as a result of this review.

**2 marks**  
**2 marks**

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## Marking Scheme

The following answers to Questions 1-3 are not exhaustive and examiners are instructed to give credit to valid answers, which are not specifically mentioned in the marking scheme.

### Question 1

**This question assesses Assessment Criteria 3.3 which states:**

Identify the communication tools most widely used within licensed hospitality and select appropriate tools for promotional activity

The manager of the Old Forge pub has decided to invite all customers to enter a free prize draw for each bottle of wine purchased. The monthly draw will be a single prize of 6 bottles of wine. Recommend **two** communication tools the manager can use to promote this offer giving reasons for your choice. **4 marks**

*(1) Personal Selling* **1 mark**

**Reasons:**

- *All customer facing members of staff are in a great position to sell* **1 mark**
- *easy to promote* **1 mark**
- *quick to introduce, minimal lead time required* **1 mark**
- *supports merchandising* **1 mark**
- *Can have a big impact on customer behaviour* **1 mark**

**Max 2 marks**

*(2) Sales Promotions* **1 mark**

**Reasons:**

- *can stimulate wide interest* **1 mark**
- *easily manageable in house* **1 mark**
- *relatively easy to evaluate* **1 mark**
- *stimulates interest/desire* **1 mark**

**Max 2 marks**

*(3) Merchandising e.g. .tent cards, posters* **1 mark**

**Reasons**

- *With the right materials can be highly professional and have a strong impact* **1 mark**
- *Good way of attracting customers' interest/attention* **1 mark**

**Max 2 marks**

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### Question 2

**This question assesses Assessment Criteria 4.3 which states:**

Review break-even figures against business financial objectives to approve or reject proposed promotional activity

Stephanie, the owner of the Dome leisure centre, is considering holding a summer ball and has calculated that she will need to increase bar sales by £2835 to break even.

Describe **two** factors that Stephanie will have to consider before deciding to go ahead with the summer ball. **4 marks**

- *Stephanie will have to review the projected figures against financial objectives for the Dome to see whether the summer ball fits in* **2 marks**
- *She will have to assess whether the break-even figure of an extra £2835 is achievable at the summer ball and whether extra sales and a profit can be made* **2 marks**
- *She will have to ensure that sufficient resources are available to meet the requirements for the event* **2 marks**

**Max 4 marks**

### Question 3

**This question assesses Assessment Criteria 5.4 which states:**

Analyse evaluation data from promotional activity against defined objectives and success criteria, summarising results

David Rayner has been running a price discount promotion on draught cider on a Thursday night for the last 3 months. The promotion ended last week and David is now analysing the evaluation data to review the success of the promotion.

- (a) Identify **two** areas against which David will review the success of the promotion. **2 marks**
- (b) Outline **two** actions that David may take as a result of this review. **2 marks**

- (a)
- *Business objectives* **1 mark**
  - *Marketing objectives* **1 mark**
  - *Success criteria* **1 mark**
- Max 2 marks**

- (b)
- *Run the loyalty scheme again if it was profitable* **1 mark**
  - *Make changes to the activity before it is re-run* **1 mark**
  - *Not run the scheme again* **1 mark**
- Max 2 marks**