

**BIIAB LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY
(PROFITABLE BUSINESS PORTFOLIO)**

Unit 8: Merchandising and Selling

Specimen Questions

The specimen examination questions contained in this publication are representative of the type of questions used to assess candidates taking the open book test and 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

One of the business objectives at the Trading Post is to attract local office workers at lunchtime, and Claire, the manager, has designed a menu offering sandwiches, paninis and toasties with novel fillings. Explain **two** ways effective merchandising can help her meet this business objective. **4 marks**

Question 2

Give **four** ways a restaurateur can use merchandising to increase the gross profit margins in his restaurant. **4 marks**

Question 3

Outline **four** ways of evaluating personal selling where the business objective is to increase average spend per customer. **4 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 1.3 which states:

Explain the relationship between merchandising & selling and the promotional mix for a business and outline their impact on business objectives.

One of the business objectives at the Trading Post is to attract local office workers at lunchtime, and Claire, the manager, has designed a menu offering sandwiches, paninis and toasties with novel fillings. Explain **two** ways effective merchandising can help her meet this business objective. **4 marks**

- Effective merchandising grabs the attention of customers by stimulating one or more of the senses to trigger emotional responses and generate action. These emotional responses form the basis of all customer decisions. **2 marks**
- Claire can stimulate interest by using the visual presentation of information or products to customers **2 marks**

Question 2

This question assesses Assessment Criteria 3.1 which states

Analyse the relationship between merchandising and increasing gross profit (%) and cash gross margin.

Give **four** ways a restaurateur can use merchandising to increase the gross profit margins in his restaurant. **4 marks**

- Promote high selling products that provide the highest margins **1 mark**
- Use 'specials boards' to push the sales of various dishes **1 mark**
- Encourage staff to recommend high margin products **1 mark**
- Use point of sale materials offering promotions **1 mark**

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Question 3

This question assesses Assessment Criteria 5.2 which states:

Develop an evaluation tool to measure the contribution of personal selling to business objectives.

Describe **four** ways of evaluating personal selling where the business objective is to increase average spend per customer.

Measurement and comparison of sales figures before and after	1 mark
Informal discussions with customers about the service they are receiving	1 mark
Formal discussions with customers using questionnaires	1 mark
Discussions with staff to evaluate their feelings	1 mark