

Sales Promotions and Merchandising

Specimen Paper

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.

The examination paper consists of 10 short-answer questions. Candidates are given 1 hour 30 minutes to complete the paper. Candidates can score a maximum of 4 marks per question. The examination paper is marked out of a total of 40 marks and candidates will need to obtain 20 marks to pass.

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Answer *all* ten questions that follow this scenario

Paula King has been looking for a public house to lease for a number of months and has just taken over the Wheelwrights Arms situated in the bustling market town of Steventon. The Wheelwrights Arms is located just outside of the town centre which holds a farmers market three times a week and which is also the location of the local council offices.

The Wheelwrights Arms appears to have a reputation as a poor-quality public house. It serves only snacks and sandwiches at lunchtime although the kitchen is clean and in good condition and the equipment is up to preparing more substantial meals.

Paula has decided that she wants improve the reputation of the Wheelwrights Arms and would like to concentrate on building up her food trade so she has produced a new lunchtime menu. The new menu includes a range of healthy sandwiches, salads and jacket potatoes and she is also proposing to install a espresso machine to take advantage of the popularity of coffee.

Paula has come up with several strategies that she feels will help to promote her new menu, which include:

- Running an opening day promotion, offering free tastings and trials of the new menu
- Creating a merchandising display to attract the attention of their target audience
- Carrying out a social media campaign
- Training her staff in personal selling techniques.

Paula is determined to make this work and has set sales targets for her team to achieve. She has decided that she will review her targets every six weeks.

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1. Paula understands just how important it is to select the right marketing communication for her business. Describe the benefits of effective marketing communications to Paula's business.

[4 marks]

2. It is clear that Paula has set sales targets for her team to achieve. Explain the importance of setting SMART objectives to determine the success criteria for her sales promotion.

[4 marks]

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3. Paula is intending to train her staff in personal selling techniques. Describe **two** different techniques that could be used and state **two** benefits of personal selling.

[4 marks]

4. Identify the two internal and two external factors that could have an effect on the success of Paula's sales promotion.

[4 marks]

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5. Paula is intending to use merchandising to help promote her new menu and coffee machine, explain two key characteristics of merchandising.

[4 marks]

6. The four rules of merchandising are often described as the '4 As'. Describe what is required to achieve Accessibility and Arousal.

[4 marks]

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7. Describe the benefits and weakness of using a social media campaign to to promote Paula's business.

[4 marks]

8. Paula has stated that she intends to review her sales targets every six weeks, explain the importance of evaluating a sales promotion and comment of the timescale of the reviews.

[4 marks]

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9. The best measure of any promotion is customer satisfaction. One way of capturing customers thoughts is via questionnaires. Explain the principles of effective questionnaire design to ensure Paula gets the information she needs to evaluate her promotion.

[4 marks]

10. Explain the limitations of using questionnaires as evaluative tools.

[4 marks]

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Marking Scheme

The answers to Questions 1-10 should be covered by the appropriate Assessment Criteria as indicated below. Examiners are instructed to give credit to valid answers.

Question 1

This question assesses Assessment Criteria 1.2 which states:

Describe the benefits of effective marketing communications within a business.

Question 2

This question assesses Assessment Criteria 1.6 which states:

Explain the importance and use of Specific, Measurable, Achievable, Realistic and Time-bound (SMART) objectives to determine the success criteria for a sales promotion.

Question 3

This question assesses Assessment Criteria 2.6 which states:

Explain the financial implications of a sales promotion for a business.

Question 4

This question assesses Assessment Criteria 2.5 which states:

Identify the impact of internal and external factors on the success of a sales promotion.

Question 5

This question assesses Assessment Criteria 3.1 which states:

Explain the characteristics and use of merchandising.

Question 6

This question assesses Assessment Criteria 3.2 which states:

Define the requirements of the "4 As" (ie Accessibility, Attention, Arousal and Action).

Question 7

This question assesses Assessment Criteria 4.3 which states:

Explain the benefits and disadvantages of different promotional media and schemes.

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Question 8

This question assesses Assessment Criteria 5.1 which states:

Explain the importance of evaluating a sales promotion.

Question 9

This question assesses Assessment Criteria 5.5 which states:

Explain the principles of questionnaire design, analysis and interpretation.

Question 10

This question assesses Assessment Criteria 5.6 which states:

Explain the strengths and limitations of questionnaires as evaluative tools.