

Test your Knowledge

Ways that hospitality outlets market their business

1. Explain why it is important that hospitality outlets market their business

- To attract customers to their product so that they remain profitable

1 mark for keyword

1 mark for explanation (2)

2. Name 5 ways hospitality outlets can market their business

1. TV

2. Newspapers

3. Radio

4. Internet

5. Magazines (5)

1 mark for keyword or valid alternative

3. Why is TV considered to be one of the most expensive forms of advertising?

Cost of producing the advert and cost of advertising time (2)

4. Name 3 outlets that use TV to advertise their products

1. McDonald's

2. Burger King

3. Premier Inn (3)

1 mark for keyword or valid alternative

5. Complete the table below.

Radio station/programme	Target customer
Blast 105	Teenagers
Downtown country	Older adults
Any relevant sports programme	Football fans
Top 40	Teenagers/young adults

(3)

6. Explain two advantages of a hospitality outlet advertising in a magazine instead of a newspaper

They have a longer shelf life so there is a greater chance of the advert being seen by people (2)

They are more attractive than newspapers because they contain better quality paper and are more colourful (2)

1 mark for keyword

1 mark for explanation (2x2)

7. Describe how newspapers and magazines advertisements can vary in cost.
Use the words in the box below to help.

Local	National	Popular	Size
Position	Colour	Day	Front page

Adverts in **local** newspapers are cheaper than those in **national** newspapers. **Popular** newspapers are more expensive to advertise in. Costs can also vary depending on the **size** of the advert, whether it is in **colour** or black and white and its **position** in the newspaper e.g. **front page** or inside cover. The **day** of the week can also be a factor for example more people purchase newspapers at the weekend than mid week. (8)

8. Why is twitter a useful advertising tool

Fast

Allows customer to interact

Can post videos/pictures

Customer can voice concerns

Or other valid alternative (1)

9. Hospitality outlets sometimes provide sponsorship to popular events. Complete the table below.

Outlet name	Sponsored event
Mc Donald's	World Cup
Hilton Hotel	Sailing