

## **Unit 2: Hospitality and the Customer**

### **Test your Knowledge**

#### **Ways that hospitality outlets market their business**

There are 9 questions on the test.

The total marks for the test is 30.

Complete all questions

Name \_\_\_\_\_

Total        /30

# Test your Knowledge

## Ways that hospitality outlets market their business

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

---

---

(2)

2. Name 5 ways hospitality outlets can market their business

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_ (5)

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

---

---

(2)

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

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_ (3)

5. Complete the table below.

<b>Radio station/programme</b>	<b>Target customer</b>
Blast 105	Teenagers
Downtown Country	
	Football fans
Top 40	

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

---

---

(2)

---

---

(2)

7. Describe how newspaper and magazine advertisements can vary in cost, use the words in the box below to help.

Local	National	Popularity	Size
Position	Colour	Day	Front page

---

---

---

---

---

---

---

---

---

---

---

---

(8)

8. Why is Twitter a useful advertising tool

---

---

(1)

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

Outlet name		Sponsored event
MacDonald's		
		Sailing

(2)