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# Qualification Specification

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**CTH Level 4 Diploma in Professional Bar  
Management**

**March 2023**

**QAN: 603/6781/7**

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# 1. Introduction

## Overview

The objective of this Qualification Specification is to provide an overview of the **CTH Level 4 Diploma in Professional Bar Management** qualification.

This document includes the aim, size, structure and content including learning outcomes and assessment criteria for each unit, together with sample assessment/s.

There is guidance relating to the centre approval requirements, and delivery and assessment for this qualification, and details of grading criteria and the grading of units.

Further details regarding this qualification are available from CTH and contained within the more comprehensive Handbook.

## Purpose of the Qualification

The purpose is to provide a qualification that:

- meets the needs of candidates who want to know how to manage a bar.
- provides a practical qualification that complements candidates' industry experience.
- enables learners to gain credits towards higher education.
- provides for an effective academic progression route.
- enables learners to develop bar management skills that can be applied in a vocational context and may be required for employment (e.g. how to keep a bar well stocked, safe, and profitable).
- enables learners to progress within the hospitality industry.

## CTH Membership Registration

Centres must register learners as CTH Members at the start of the course.

## Access and Entry Requirements

The learner undertaking this qualification must already be involved in **supervising** others within a hospitality organisation.

Approved CTH Centres are responsible for ensuring learners meet the recommended admission requirements below, prior to admission and enrolment, and are deemed able to fulfil the demands of the course and successfully complete the qualification.

CTH would also expect approved Centres to undertake an initial assessment of each learner prior to the start of their programme to ensure they are able to provide the learner with any necessary additional support.

Requirements		Recommended Admission Requirements
All Learners	✓ <b>Minimum Age</b>	21 at enrolment.
	✓ <b>English Language</b>	All applicants without English as a first language must hold at least IELTS 6.0 or other evidence of competence in English at this level.  The course is taught in English and assessed by written examinations in the English language.
	✓ <b>Education</b>	To enroll onto this qualification, learners should have achieved the CTH Level 2 Certificate in Professional Bartending Skills (or recognised equivalent).
	✓ <b>Work Experience</b>	The learner must have a minimum of three years relevant work experience; at least one year of which should be at <b>supervisory</b> level.
	✓ <b>Technology</b>	All learners must have access to a device with internet access for the final qualification exam. Learners must have IT equipment with the Chrome browser.  Learners must have access to a suitable environment where they can take the online exam under appropriate exam conditions. Learners must agree to being recorded whilst taking the exam.

## 2. Centre Approval Requirements

- ✓ Centre Approval Application & Approval Meeting
- ✓ Teaching Facilities
- ✓ Centre Staffing
- ✓ Continuing Professional Development

### Centre Approval

Prospective Centres should apply to become an approved CTH Centre in order to deliver this qualification. Please see the 'About CTH' page at the end of this specification for advice on the CTH approval process or if you wish to discuss your curriculum requirements.

The CTH Approval Committee will consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level, and evidence of expertise in academically-related areas, including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice and maladministration. An online video conversation with CTH academic and quality staff will form part of the initial approval application process.

### Teaching Facilities

Suitable teaching and IT facilities should be available to learners. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for learner relaxation and recreation.

### Centre Staffing

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- be occupationally competent or technically knowledgeable in the area for which they are teaching.
- have recent relevant experience in the specific area that they will be assessing or verifying.
- hold a teaching qualification as well as a relevant degree.

CTH will review the CVs of all teaching staff when a potential Centre seeks approval to deliver the qualification. Centres must appoint an Internal Verifier (IV) and have a named quality assurance lead.

### **Continuing Professional Development**

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line with current good practice and takes into consideration relevant international regulatory requirements.

## **3. CTH Support**

### **CTH Delivery and Assessment Handbook**

Centres approved to deliver this qualification will be provided with a Delivery & Assessment Handbook designed for the qualification delivery team, quality assurance staff and administrators. The handbook includes more details on the syllabus or the unit content that needs to be covered during the course, and detailed instructions for the centres on the online exam process.

### **CTH Workshops**

New CTH centres are offered a short induction session (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

### **CTH Members Website and Resources**

The CTH Members website resource is available for both Centre teaching staff and learners and contains a wealth of general tourism and hospitality resources. Learners can access our online resource library including relevant e-books and journals from EBSCO.

## 4. Qualification Size and Level

The Office of Qualifications and Examinations Regulation (Ofqual) regulates qualifications, examinations and assessments in England. The **CTH Level 4 Diploma in Professional Bar Management** is a vocationally related qualification on the Ofqual Regulated Qualification Framework (RQF), and adheres to the regulations set out in the Ofqual Handbook. Ofqual regulated qualifications are recognised and trusted by parents, employers and educational establishments globally due to the stringent controls and quality assurance requirements Ofqual places on awarding organisations, qualifications and approved delivery centres.

### Qualification Size

The qualification is designed to be delivered in **370** hours of TQT (Total Qualification Time) of which **150** are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

### Definitions

- **Guided Learning Hours – GLH**  
This is the amount of time the average learner is expected to spend in structured learning and practice.
- **Total Qualification Time – TQT**  
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but not under the direct supervision of a lecturer or centre marker.

The following activities are indicative of those included in TQT:

- Guided Learning Hours (GLH).
- Independent and unsupervised learning or research.
- Unsupervised coursework or directed activity.
- Watching pre-recorded webinars or podcasts.
- Work placement, self-study, visits to hospitality organisations.
- Review of course materials and revision for the examination.

Learners completing this qualification should be able to demonstrate their ability as independent learners by carrying out course-related activities outside structured learning.

## Qualification Level

This qualification is at level 4 on the Regulated Qualifications Framework in England (RQF).

CTH qualifications comply with level descriptors set by Ofqual, which are divided into two categories:

- Knowledge and understanding.
- Skills.

The descriptors below set out the generic knowledge and skills associated with the typical holder of a qualification at that level.

### Level 4 Knowledge descriptor:

#### The holder...

- has practical, theoretical, or technical knowledge and understanding of a subject or field of work to address problems that are well defined but complex and non-routine.
- can analyse, interpret, and evaluate relevant information and ideas.
- is aware of the nature of approximate scope of the area of study or work.
- has an informed awareness of different perspectives or approaches within the area of study or work.

### Level 4 Skills descriptor:

#### The holder can...

- identify, adapt, and use appropriate cognitive and practical skills to inform actions and address problems that are complex and non-routine while normally fairly well-defined.
- review the effectiveness and appropriateness of methods, actions, and results.

## 5. Qualification Structure

The qualification structure, units and sizing information for the CTH Level 4 Diploma in Professional Bar Management are summarised in the following table. Further details of each unit are included later in this specification.

CTH Level 4 Diploma in Professional Bar Management					
Learners must achieve 6 mandatory units, providing 37 credits, <b>all at level 4.</b>					
<b>Credit Value (CV):</b> 37			<b>QAN:</b> 603/6781/7		
<b>Guided Learning hours (GLH) for Qualification:</b> 150			<b>Total Qualification Time (TQT) for Qualification:</b> 370		
Unit Code	Unit Title	L	CV	GLH	Assessment Method
4FBM	Financial Business Management	4	6	20	<ul style="list-style-type: none"> <li>An individual online test for each of the units.</li> <li>On successful completion of all unit tests, a single overall synoptic written examination covering learning outcomes and assessment criteria from all units.</li> </ul>
4SM	Sales & Marketing	4	6	20	
4EBM	Ethical Bar Management	4	6	20	
4HRT	Human Resources & Training	4	6	20	
4LLP	Legislation in Licensed Premises	4	6	20	
4ABMS	Advanced Bar Management Skills	4	7	50	
<b>Diploma Total (6 units)</b>			<b>37</b>	<b>150</b>	

## 6. Qualification Grading Criteria

All units must be passed to be awarded, and will be graded as either Fail, Pass, Merit or Distinction. Learners will receive a transcript of their results showing the grades for each unit successfully completed. Learners must pass all unit tests prior to taking the synoptic examination. The overall grade for the qualification will be based on the grade achieved in the synoptic examination, and learners will receive the e-Certificate showing either Pass, Merit or Distinction.

CTH operates the following grading scheme in respect of this qualification:

1. Assessments undertaken through **unit tests**:

FAIL	PASS	MERIT	DISTINCTION
0% to 54%	55% to 64%	65% to 74%	75% +

2. Assessments undertaken through the **synoptic examination**:

FAIL	PASS	MERIT	DISTINCTION
0% to 39%	40% to 59%	60% to 69%	70% +

# 7. Assessment Methodology

## Assessment Responsibilities

CTH is responsible for:

- processing registrations and payments prior to issuing individual learner access details.
- providing to all learners detailed instructions and requirements for sitting the examination, this includes details of the remote invigilation system in place. The web-based system will monitor the learners whilst taking the online exams.
- writing the examination questions which will cover all Learning Outcomes.
- marking and moderating all synoptic examinations.
- carrying out moderation for all unit tests, and as a consequence may adjust results.

CTH Exam Board will review all results and moderation before final results are issued in the form of e-Certificates.

Centres must:

- register learners as CTH Members at the start of the course.
- ensure all CTH assessment registration fees are paid in full prior to the exam session.
- ensure that all learners have government issued photographic identity documents including their date of birth such as passport, driving licence or identity card. This must be available for verification at the start of the online exam.

## Assessment Strategy

Each unit of the Level 4 Diploma in Professional Bar Management will be assessed by an online test via a secure online assessment platform. On successful completion of all unit tests, a single overall synoptic written examination will take place to assess the learning outcomes and assessment criteria from all units within the qualification.

The features of the online **unit tests** are:

- Unit tests will combine MCQs, hotspot, drag & drop and matrix questions and are determined by the learning outcomes, assessment criteria and content of each unit (knowledge, understanding, and application).
- All unit tests will have 60 questions; and the learner will have a maximum of 60 minutes to complete it, except the 4ABMS unit test which will be made of 75 questions to be completed in 75 minutes.

- The assessments will be on-demand which allows learners to elect to take the test at a time and place suitable to their learning needs and in accordance with their Centre's policies.
- Provisional results will be made available to learners immediately after completion of the tests.
- Learners must achieve a minimum of 65% of correct answers to pass each unit test.

The whole qualification will be assessed using a **synoptic examination**. This will be based on a case study and will pose questions exploring themes from across the six units of the qualification. The features of the synoptic examination are:

- The examination is taken online.
- The examination will consist of six compulsory questions. A question may be made up of two or more parts.
- The examination paper will be marked out of 100 marks.
- Learners will have two hours to complete the examination.
- Learners will be expected to gain a minimum of 40% in their assessment to achieve a pass.

See Section 9 for sample assessment applicable to this qualification.

## Assessment Opportunities

This qualification is assessed online and on demand subject to certain criteria. Therefore, the assessment opportunities are not linked to the standard CTH assessment timetable.

## External Moderation

CTH carries out post-exam moderation and checks by reviewing a sample of exam recordings for each centre. This includes checks on student identity, and investigation of any suspected malpractice or other academic dishonesty.

The CTH Exam Board will review the results including marks adjusted following moderation. The Exam Board will consider reports, and further adjustments may be made before final marks are agreed and issued, in the form of e-certificates.

## 8. Qualification Units

Financial Business Management		4FBM
<b>Unit Purpose and Aim(s)</b>	<p>This unit aims to help learners deal with numbers in a business context and to gain an understanding of the main terms used in managing a bar’s finance. Learners will be taught how to budget, calculate costs and profit, and source funding. They will also learn how to carry out basic costing practices and make recommendations on prices.</p> <p>They will learn how to interpret figures and measure business performance using a profit and loss sheet, a balance sheet, and a cash flow statement.</p>	
<b>Unit Level:</b> 4	<b>Guided Learning Hours (GLH):</b> 20 Hours	<b>Credit Value:</b> 6 Credits (1 credit is 10 hours total study/TQT)
<b>Unit Assessment is by:</b>	One unit test, plus one synoptic written examination covering all units.	
<b>Learning Outcome 1</b>	Understand the importance of financial planning and financial management when running a business.	
<b>Assessment Criteria</b>		
<div>1.1 Explain the different types of business structure and ownership for different types of licensed premises.</div> <div>1.2 Explain the importance of accurate financial planning in hospitality.</div> <div>1.3 Explain the main reasons for using business plans, budgets, and management accounts.</div> <div>1.4 Explain how to monitor the performance of your bar by comparing actual and budgeted figures.</div>		
<b>Learning Outcome 2</b>	Understand ways a bar can be funded, and how its income is generated.	
<b>Assessment Criteria</b>		
<div>2.1 Explain why bars might seek funding and describe sources of funding.</div> <div>2.2 Describe sources of income.</div>		
<b>Learning Outcome 3</b>	Understand the fixed and variable costs involved in running a bar.	
<b>Assessment Criteria</b>		
<div>3.1 Describe a bar’s costs and explain the difference between fixed and variable costs.</div> <div>3.2 Describe the importance of effective control systems for high value assets.</div>		

**Learning Outcome 4**

Understand how to set prices, hit profit margins, and maximise turnover.

**Assessment Criteria**

- 4.1 Calculate costs and apply the result to pricing.
- 4.2 Explain how to manage your costs and maximise your turnover.

**Learning Outcome 5**

Understand final accounts: profit and loss accounts, balance sheets and cash flow statements.

**Assessment Criterion**

- 5.1 Use and interpret profit and loss accounts, balance sheets and cash flow statements to analyse a bar's performance.

**Learning Outcome 6**

Complete practical activities to reinforce learning.

**Assessment Criterion**

- 6.1 Use spreadsheets and formulae from a workbook to carry out key financial calculations.

Sales & Marketing		4SM
Unit Purpose and Aim(s)	This unit aims to introduce learners to sales, marketing and PR in the bar and restaurant industry. Learners will understand how venues are affected by both internal and external factors. Learners will be introduced to the key concepts of marketing, and sales techniques and PR strategies, and understand how to apply them to their business.	
Unit Level: 4	Guided Learning Hours (GLH): 20 Hours	Credit Value: 6 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	One unit test, plus one synoptic written examination covering all units.	
Learning Outcome 1	Understand the theories of marketing, sales and PR, and how they can be applied within the hospitality industry.	
Assessment Criteria		
<div>1.1 Describe the relationship between sales, marketing, and PR.</div> <div>1.2 Explain the use of branding and positioning as strategic tools for your bar.</div> <div>1.3 Explain how detailed customer research and customer segmentation can be used to define or refine both your brand and your offer.</div> <div>1.4 Describe the purpose and features of market research and a competitor analysis.</div> <div>1.5 Describe the positive and negative external factors that may affect your venue’s prospects of success and how the business might react.</div> <div>1.6 Describe the marketing mix and how it works in practice.</div>		
Learning Outcome 2	Understand how to manage your venue’s online presence.	
Assessment Criteria		
<div>2.1 Explain the importance of having an online presence, including social media channels.</div> <div>2.2 Describe other important digital elements for venues.</div> <div>2.3 Describe how to put together an effective digital marketing strategy.</div> <div>2.4 Explain how to gather, interpret, and use data.</div> <div>2.5 Describe how to make sales online.</div>		

**Learning Outcome 3**

Understand the principles of selling in the hospitality industry.

**Assessment Criteria**

- 3.1 Describe how to create a sales strategy for your venue.
- 3.2 Explain how to put your sales strategy into practice.
- 3.3 Describe the use of various sales techniques, and the role of sales targets and staff incentivisation.

**Learning Outcome 4**

Understand the importance of responsible service &amp; sales management.

**Assessment Criterion**

- 4.1 Describe how you and your team can conduct all sales and marketing activity responsibly.

Ethical Bar Management		4EBM
Unit Purpose and Aim(s)	This unit aims to introduce learners to sustainability and corporate social responsibility (CSR) within the bar industry. Learners will understand how to adopt ethical and sustainable practices, and about their responsibilities when selling and serving alcohol. Learners will also understand the responsibilities a venue has regarding discrimination and equality in the workplace and with their customers.	
Unit Level: 4	Guided Learning Hours (GLH): 20 Hours	Credit Value: 6 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	One unit test, plus one synoptic written examination covering all units.	
Learning Outcome 1	Understand the importance of sustainability and CSR when operating a licensed venue.	
Assessment Criteria		
1.1 Explain the terms sustainability and CSR and understand what they mean in the bar industry. 1.2 Explain why and how your business has a CSR responsibility within society. 1.3 Explain how to follow the five Rs, and how adopting ethical and sustainable practices can have financial benefits for your bar.		
Learning Outcome 2	Understand the role of purchasing in developing a sustainable business.	
Assessment Criteria		
2.1 Explain how to make ethical purchases for your bar. 2.2 Explain the links between ethical businesses, the products they sell, and their customers, and how to establish the sustainability credentials of your suppliers. 2.3 Explain how to put your ethical policies into practice.		
Learning Outcome 3	Understand how plastics, packaging and other waste can be identified and reduced, and your progress measured.	
Assessment Criteria		
3.1 Explain how to reduce your use of consumables items and contribute to waste and sustainability initiatives. 3.2 Explain how to monitor, measure and report on your progress.		

**Learning Outcome 4**

Understand the importance of providing responsible service, and creating the right environment for your business.

**Assessment Criteria**

- 4.1 Describe the key components of responsible service, and how to deliver them.
- 4.2 Describe the impact your venue has on the night-time economy.

**Learning Outcome 5**

Understand how discrimination and equality policies should be followed in the workplace.

**Assessment Criterion**

- 5.1 Explain the importance of removing discrimination & inequality in the workplace.

**Learning Outcome 6**

Understand the importance of ensuring good working conditions for staff.

**Assessment Criterion**

- 6.1 Explain the impact good working conditions have on employees and the business.

**Learning Outcome 7**

Understand how to develop and implement ethical bar management policies in your business, and how to communicate your strategy to others.

**Assessment Criterion**

- 7.1 Describe the ways in which a venue can involve its staff, customers and suppliers in developing, implementing and communicating its ethical and sustainability policies.

Human Resources & Training		4HRT
Unit Purpose and Aim(s)	This unit aims to introduce learners to human resources (HR) and training within hospitality. Learners will understand their responsibilities as a bar manager when it comes to recruitment, staff welfare, training, and team management.	
Unit Level: 4	Guided Learning Hours (GLH): 20 Hours	Credit Value: 6 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	One unit test, plus one synoptic written examination covering all units.	
Learning Outcome 1	Understand the importance of effective human resources in the hospitality industry.	
Assessment Criteria		
1.1 Explain the importance of human resources (HR) to your business, and describe the essential HR functions that every business must cover.		
1.2 Describe the differences between in-house and subcontracted HR, and the role of an HR department.		
1.3 Describe your legal responsibilities and explain why it is important to keep up to date with HR legislation.		
Learning Outcome 2	Understand the recruitment process and the importance of employment contracts.	
Assessment Criteria		
2.1 Describe the key stages and elements in recruitment.		
2.2 Describe the main features of an employment contract and explain their importance and scope.		
2.3 Explain the importance of a staff handbook as a place to set out your company policies and practices.		
Learning Outcome 3	Understand the importance of staff welfare, and appraisal and disciplinary procedures.	
Assessment Criteria		
3.1 Explain what welfare and neutrality means in the workplace, and what you can do to spot and deal with staff mental health issues.		
3.2 Describe the main features of an appraisal, a performance review and a job chat, and how to conduct them.		
3.3 Explain how to deal with disciplinary matters and follow disciplinary and grievance procedures, and how to conduct appeals in the workplace.		

**Learning Outcome 4**

Understand the role effective training has within a business, and how to create a successful training culture.

**Assessment Criteria**

- 4.1 Describe the role effective training has within a business.
- 4.2 Describe how to plan, implement, and record training in the workplace, and explain the various types of training available.

**Learning Outcome 5**

Understand how to develop and manage teams in the workplace.

**Assessment Criteria**

- 5.1 Explain why having the right team of workers is vital to the smooth and effective running of your venue, and how to ensure good communication between staff members.
- 5.2 Describe the factors you should take into account when creating a team.
- 5.3 Describe how to put together a staff rota, and how to calculate working time.

Legislation in Licensed Premises		4LLP
Unit Purpose and Aim(s)	This unit aims to develop learners understanding of health and safety and food safety management within different types of hospitality operations. Learners will understand the management of health and safety principles, how to manage risks and safely run a bar for service. Learners will develop their understanding of the legal requirements for management of beverage service, food hygiene, selling goods by description, avoiding discrimination, customer property and debt, and GDPR (General Data Protection Regulations).	
Unit Level: 4	Guided Learning Hours (GLH): 20 Hours	Credit Value: 6 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	One unit test, plus one synoptic written examination covering all units.	
Learning Outcome 1	Understand management responsibilities and actions for compliance with health and safety, and food hygiene legislation.	
Assessment Criteria		
<div>1.1 Explain management health and safety responsibilities in a licensed venue.</div> <div>1.2 Describe the processes required to identify risks, carry out risk assessments and how to reduce risks in the workplace.</div> <div>1.3 Describe how to manage safe and hygienic working practices.</div> <div>1.4 Explain the correct use of safety equipment and management responsibilities to keep both the premises and people safe.</div> <div>1.5 Describe how to manage security incidents.</div>		
Learning Outcome 2	Understand the relevant licensing law for managing licensed premises.	
Assessment Criterion		
<div>2.1 Describe the relevant UK licensing laws for managing licensed premises.</div>		
Learning Outcome 3	Understand the legislation for providing customer service.	
Assessment Criterion		
<div>3.1 Describe the relevant customer service legislation applicable to licensed premises management.</div>		

Advanced Bar Management Skills		4ABMS
Unit Purpose and Aim(s)	The aim of this unit is to introduce learners to the different aspects of running a bar in the UK. Learners will understand the origins of licensed venues and the roles they play in communities. Learners will understand the importance of product knowledge and how to use this knowledge to choose appropriate products for their venue, and present them in effective drinks lists. Learners will understand different service methods and preparation techniques, and the importance of good cellar management and storage. Learners will also be introduced to the requirements for running an event.	
Unit Level: 4	Guided Learning Hours (GLH): 50 Hours	Credit Value: 7 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	One unit test, plus one synoptic written examination covering all units.	
Learning Outcome 1	Understand the history and diversity of licensed venues.	
Assessment Criteria		
1.1 Understand the history of establishments serving alcohol. 1.2 Distinguish between the different types of bars and pubs and recognise the identity of any bar you manage by understanding the elements that shape different types of venue.		
Learning Outcome 2	Understand how to create a drinks list that is appropriate for your bar.	
Assessment Criteria		
2.1 Explain the principles of putting together a product offering that reflects the style and values of your venue, and meets the needs of your customers, as well as being commercially viable. 2.2 Explain how to create drinks menus that are appropriate for your business, and that present and describe your product offering successfully and accurately.		
Learning Outcome 3	Understand the range of drinks sold in licensed operations and why product knowledge is important.	
Assessment Criteria		
3.1 Demonstrate an understanding of spirits, wines, beers, and other beverages. 3.2 Explain the importance of drinks category knowledge when making purchasing decisions for your venue.		

**Learning Outcome 4**

Understand the processes for good cellar management and storage across a range of venues.

**Assessment Criteria**

- 4.1 Explain the importance of good stock storage management to reduce waste and maintain quality stock. Describe the process for accurately and safely receiving deliveries.
- 4.2 Identify the key points for storage of stock in the cellar to maintain it at peak quality in readiness for service and reduce risk of theft/loss and wastage. Identify faults in products and calculate and record wastage costs accurately.

**Learning Outcome 5**

Understand an advanced level of practical bartending skills.

**Assessment Criteria**

- 5.1 Describe the different methods used in drinks preparation and service to increase efficiency and accuracy.
- 5.2 Describe how to prepare and serve specific styles of drink.
- 5.3 Describe how to use advanced equipment and preparation techniques when making cocktails.

**Learning Outcome 6**

Understand the practical, logistical, and stylistic requirements of running events.

**Assessment Criterion**

- 6.1 Describe the processes and requirements for setting up and running all sizes of events retailing alcohol.

## 9. Sample Assessment

Assessment Example	
Unit being Assessed	Sales & Marketing
Assessment Type	Online examination (with MCQs)
Time Allowed	60 minutes
Number of Questions	60 questions

### Sample Exam Questions

Please note: All questions are compulsory and one mark is awarded for each correct answer.

Question 1	What is a customer's 'need'?	Select one X	1 Mark
	a. A perceived abundance of something	<input type="checkbox"/>	
	b. The perceived value of a service	<input type="checkbox"/>	
	c. A perceived lack of something	<input type="checkbox"/>	
	d. The cost of a service verses its value	<input type="checkbox"/>	
Question 2	In a SWOT analysis, for what do the initials S, W, O and T stand?	Select one X	1 Mark
	a. Strengths, Weaknesses, Opportunities and Threats	<input type="checkbox"/>	
	b. Strengths, Weaknesses, Opposition and Threats	<input type="checkbox"/>	
	c. Strengths, Weaknesses, Opportunities and Trends	<input type="checkbox"/>	
	d. Strengths, Weaknesses, Opposition and Trends	<input type="checkbox"/>	
Question 3	Who should provide input to your marketing plan?	Select one X	1 Mark
	a. Senior managers but not floor staff	<input type="checkbox"/>	
	b. Floor staff but not senior managers	<input type="checkbox"/>	
	c. Everyone who works on your team	<input type="checkbox"/>	
	d. Your health and safety inspector	<input type="checkbox"/>	

## 10. About CTH

CTH, the Confederation of Tourism & Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

### Policies

CTH policies are available to Approved Centres and learners to refer to in the administration and the delivery of the programme.

### Location

CTH's offices are located in central London, United Kingdom, within easy walking distance of underground and bus stops. We always welcome visits from Centres and encourage this wherever possible.

### Website & Contact Details

<b>Website:</b>	<a href="http://www.cthawards.com">www.cthawards.com</a>
<b>Email:</b>	<a href="mailto:info@cthawards.com">info@cthawards.com</a>
<b>Telephone:</b>	CTH Switchboard +44 (0)20 7953 4006
<b>Skype:</b>	CTH Awards
<b>Twitter:</b>	@cthawards
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