



Rewarding Learning

**General Certificate of Secondary Education
January 2012**

Hospitality

Assessment Unit 1

assessing

The Hospitality Industry

[GHP11]

FRIDAY 20 JANUARY, AFTERNOON

**MARK
SCHEME**

1 Hospitality is provided in a range of outlets.

Complete the table below by identifying **two** examples of customers who would be linked to the given outlet and two services provided.

Outlet	Examples of Customers	Services Provided
Hospital	Nurse Patients	Canteen Vending Machine
School	Pupils/Teachers Classroom Assistants/ Auxiliary staff	Tuck Shop/Vending Machines Cafeteria
Residential Home	Residents Visitors/Staff	Dining Room Coffee Bar/Lounge

All other valid points will be given credit
(8 × [1])

[8]

8

2 Write down the different job levels in the hospitality industry.

- operative
- supervisory
- management.

(3 × [1])

[3]

3

3 (a) Mr Youseff has checked into the 4-star City Hotel for a meeting the next day.

Write down **three** complimentary services Mr Youseff could make use of in his hotel bedroom.

- trouser press
- television
- Wifi
- alarm clock
- docking station
- courtesy tray
- complimentary toiletries.

All other valid points will be given credit.

(3 × [1])

[3]

Mr Youseff and two business colleagues decided to have dinner together in the hotel restaurant, where table service is provided.

(b) Explain **two** advantages of this type of service for Mr Youseff and his colleagues.

- relaxed atmosphere allowing Mr Youseff and colleagues to unwind from their meeting
- personal touch for Mr Youseff and colleagues by a waiter/waitress attending to their needs making their dining experience more pleasurable
- opportunity to discuss menu with waiter/waitress and possibly tailor to individual preferences.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

(c) Explain **two** disadvantages of providing table service for the City Hotel.

- overheads for business more expensive as the business will require more experienced staff to work
- staff could get delayed whilst dealing with customers at another table causing delays for other tables
- business will have to train new members of staff on hotel procedures for table service
- delay in service for customers by staff causing customers to become frustrated.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

11

4 Explain **two** duties the manager of a youth hostel would undertake.

- recruiting new staff to ensure sufficient staffing levels
- setting and monitoring standards of the facilities provided to ensure they are in good working order
- drawing up rotas for different types of staff who work in the hostel, e.g. housekeeping
- training of staff to inform and remind them of staff procedures and policies to maintain standards/procedures
- signing off time sheets to make sure staff receive wages
- conducting staff appraisals which allows the manager to discuss employee's performance
- monitoring running costs of hostel and devising strategies to minimise waste
- completing administration tasks to evaluate performance of hostel, e.g. sales figures.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

4

- 5 (a) Write down **three** reasons why providing good quality customer care is important for an outlet in the hospitality industry.
- growth of business
 - improved reputation
 - content/satisfied staff
 - returning customers
 - expansion of outlet.
- All other valid points will be given credit
(3 × [1]) [3]

- (b) Explain **two** ways a hospitality establishment can achieve good quality customer care.
- good standard of facilities – ensuring all furnishings and fittings are clean and in good working order
 - staff dealing quickly and efficiently with complaints to improve customer satisfaction
 - staff use positive body language to ensure customers feel welcome
 - good verbal communication skills to make the customer feel valued.
- [1] mark for keyword or phrase
[1] for elaboration or example
(2 × [2]) [4]

- 6 Corporate image is important for most outlets in the hospitality industry.

Explain **three** ways a new fast food outlet could present a positive corporate image.

- logo – distinctive and printed on all products and packaging, e.g. drinks cartons, napkins
- uniform – all staff wear identical uniform so they can be clearly identified by the public
- layout of outlet – easy and recognisable for all members of the public
- menu – clearly laid out and separated into sections with prices clearly displayed so customers can make choices clearly
- displaying work-related certificates, e.g. food hygiene, health and safety, so customers know employees have received training
- photos of dishes – accurate illustration of dishes to allow customers to visualise what their dish will look like.

[1] mark for keyword or phrase

[1] for elaboration or example

(3 × [2])

[6]

6

- 7 A local leisure centre has decided to offer birthday parties for children under the age of 10.

Explain **four** ways the leisure centre could ensure the meal experience is enjoyable for the children.

- creating a suitable children's menu, e.g. smaller portions
- provide suitable eating area with low level tables and chairs to make the experience more pleasurable
- party bags to keep children occupied during the meal
- appropriate cutlery that the children can use with ease
- decorations to create a fun atmosphere
- designated eating area away from play area, ensuring health and safety standards.

[1] mark for keyword or phrase

[1] for elaboration or example

(4 × [2])

[8]

8

- 8 (a) Upton Manor Guest House is popular with tourists as it is in an area of natural beauty.

Explain **three** benefits of keeping guests' records for the owners of the guest house.

- to allow the owners to identify their types of customers
- to monitor success of advertising in particular locations
- allow owners to contact guests with promotional material, e.g. email
- allow the owners to identify guest needs to tailor their return visit
- improve owners awareness of guest allergies to ensure guests health and safety
- proof of stay when dealing with financial aspects of the business
- in the event of a fire guests are identified quickly and evacuated from building.

[1] mark for keyword or phrase

[1] for elaboration or example

(3 × [2])

[6]

- (b) Write down **two** ways the guests could be provided with information on local tourist attractions.

- leaflets
- information folder in room
- oral communication to guests
- website.

All other valid points will be given credit

(2 × [1])

[2]

8

9 Healthy cooking methods are important in the hospitality industry as many people are more aware of their diet.

(a) Write down **three** healthy cooking methods which could be used by chefs.

- steaming
- stir-frying
- roasting
- poaching
- grilling
- baking.

All other valid points will be given credit

(3 × [1])

[3]

(b) Explain **two** advantages of a hospital canteen making healthy changes to their menu.

- number of customers who use the canteen may increase as a result of healthier food
- receive recommendation/praise from Department of Health, senior staff for providing healthier meals
- wider variety of foods on offer for customers will improve canteen's reputation
- increased staff morale due to positive feedback from customers
- receive awards for healthy eating gaining recognition and leading to job satisfaction
- customers will have a wider choice of healthier food options.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

(c) John lives in a residential home and recently suffered a heart attack.

Discuss ways the kitchen staff in the residential home could modify John's diet to reduce the risk of further heart problems.

- use the "eatwell plate" as a guide to help with portion control and follow a balanced diet
- reduce saturated fat intake
- provide recommended five portions of fruit and vegetables
- drink plenty of water to flush out/remove toxins
- apply healthy cooking methods
- increase fibre intake
- increase protein foods, e.g. chicken, fish
- reduce salt intake
- reduce sugar intake
- reduce calorie intake

All other valid points will be given credit

[0] is awarded for a response not worthy of credit.

Level 1 ([1]–[3])

Overall impression: basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusions. Quality of written communication is basic.

The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Overall impression: competent

Identifies and comments satisfactorily on some relevant points. Draws some reasonable conclusions. Quality of written communications is competent. The candidate makes a reasonable selection and use of appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: highly competent

Good range of well explained appropriate points. Draws valid conclusions. Quality of written communications is highly competent.

The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is an extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear.

[9]

16

- 10** Training is important within the hospitality industry to ensure high standards are achieved and maintained.

Evaluate the off-job training method.

Positive points of off-job training

- trainee staff learn industry methods
- trained by professional people who have specialised expertise
- trainee will receive an external qualification that will stay with them no matter what organisation they work for
- less mistakes for the organisation to put right allowing management to continue with running of organisation
- trainee gets the opportunity to meet new people and meet new contacts.

Negative points of off-job training

- staff may feel nervous in a new situation and not used to teaching environment
- could be expensive for trainee, e.g. transport costs, lunch costs
- trainee will have very little practical knowledge or skills of how to carry out specific tasks
- trainee may not be paid whilst receiving training.

Level 1 ([1]–[3])

Overall impression: basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusions. Quality of written communication is basic. candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Overall impression: competent

Identifies and comments satisfactorily on some relevant points. Draws some reasonable conclusions. Quality of written communications is competent. The candidate makes a reasonable selection and use of appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

If only positive or negative points are made, candidate can only achieve mark band 2.

Level 3 ([7]–[9])

Overall impression: highly competent

Good range of well explained appropriate points, including positive and negative. Draws valid conclusions. Quality of written communications is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is an extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear.

[9]

Total

9

80