



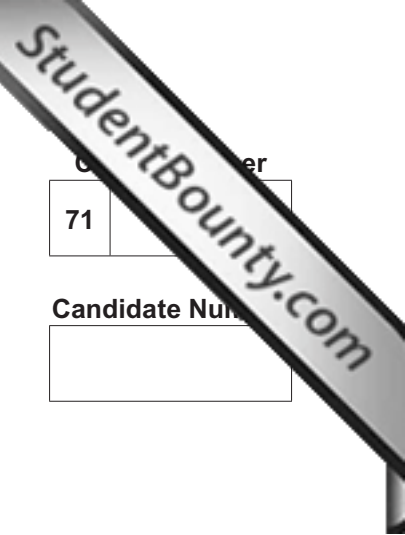
General Certificate of Secondary Education
January 2012

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

FRIDAY 20 JANUARY, AFTERNOON



TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Write your answers in the spaces provided in this question paper.
Answer **all ten** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.
Quality of written communication will be assessed in questions **9** and **10**.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total Marks	

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 it provides.

One example has been completed.

Outlet	Examples of Customers	Services Provided
Hospital	Nurse Patients	Canteen Vending Machine
School	_____	_____
Residential Home	_____	_____

[8]

2 Write down **three** different levels of job roles within the hospitality industry.

1. _____ [1]

2. _____ [1]

3. _____ [1]

Examiner Only	
Marks	Remark

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

1. _____

_____ [2]

2. _____

_____ [2]

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

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

5 (a) Write down **three** reasons why providing good quality customer care is important for an outlet in the hospitality industry.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(b) Explain **two** ways a hospitality outlet can achieve good quality customer care.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark



Examiner Only

Marks Remark

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.

1. _____

 _____ [2]

2. _____

 _____ [2]

3. _____

 _____ [2]

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.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

4. _____

_____ [2]

Examiner Only	
Marks	Remark

- 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.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

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

1. _____ [1]

2. _____ [1]

Examiner Only	
Marks	Remark

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.

1. _____ [1]

2. _____ [1]

3. _____ [1]

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

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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