

**Published Mark Schemes for
GCSE Hospitality**

Summer 2010

**NORTHERN IRELAND GENERAL CERTIFICATE OF SECONDARY EDUCATION (GCSE)
AND NORTHERN IRELAND GENERAL CERTIFICATE OF EDUCATION (GCE)**

MARK SCHEMES (2010)

Foreword

Introduction

Mark Schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of 16- and 18-year-old students in schools and colleges. The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes therefore are regarded as a part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

The Council hopes that the mark schemes will be viewed and used in a constructive way as a further support to the teaching and learning processes.

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Rewarding Learning

**General Certificate of Secondary Education
2010**

Hospitality

Assessment Unit 1

assessing

The Hospitality Industry

[GHP11]

THURSDAY 20 MAY, MORNING

**MARK
SCHEME**

			AVAILABLE MARKS
1	<p>(a) Write down what the initials COSHH stand for. Control of substances hazardous to health (1 × [1])</p>	[1]	
	<p>(b) Write down the two groups of people with responsibilities under the Health and Safety at Work Act (1974)</p> <ul style="list-style-type: none"> • Employees • Employers <p>(2 × [1])</p>	[2]	
	<p>(c) HACCP stands for Hazard Analysis Critical Control Points.</p> <p>Explain why it is important for a food and beverage outlet to have a HACCP plan.</p> <p>To understand how, why and where food could become contaminated and set out to prevent it from happening. [1] mark for keyword or phrase [1] for explanation (2 × [1])</p>	[2]	5
2	<p>The hospitality industry can be divided into two sectors, the catering services and the commercial sector. Write down three outlets which belong to catering services</p> <ul style="list-style-type: none"> • Work cafeteria • Hospital cafeteria • Hospital trolley service • School canteen • University canteen • Residential dining room <p>All other valid points will be given credit (3 × [1])</p>	[3]	3
3	<p>Within the hospitality industry, there are internal and external customers. Write down three examples of an internal customer using a hospital cafeteria</p> <ul style="list-style-type: none"> • Auxilliary staff • Administration staff • Nurses • Doctors • Consultants • Patients <p>All other valid points will be given credit (3 × [1])</p>	[3]	3

4 It is very important for a restaurant to consider its customers and to meet their needs.

Explain **three** ways a hotel can make the meal experience more enjoyable for young children

- Small portions – these are more acceptable and manageable for the child
- Colourful – to create interest
- Child friendly equipment, e.g. cartoon character bowls, plates and glasses
- Child specific seating area – low level tables and chairs
- Play area – to keep the child entertained while waiting on the meal to arrive
- Activity packs – colouring sheets, puzzles and pencils

All other valid points will be given credit

(3 × [2])

[6]

6

5 Mr and Mrs Jones have booked into the Westwood Hotel. They want to explore the city and have contacted the concierge.

(a) Write down **three** ways the concierge can meet the needs of Mr & Mrs Jones during their stay at the Westwood Hotel

- Book tours
- Book taxi's
- Make restaurant reservations
- Book tickets
- Provide maps/directions
- Give advice on attractions

All other valid points will be given credit

(3 × [1])

[3]

(b) Explain **three** methods the Westwood Hotel can use to communicate with the Mr and Mrs Jones.

- In writing – e.g. to provide them with reservation details or itineraries, prior to their stay or while at the hotel.
- Orally – e.g. at the desk by answering guest queries
- Body language – e.g. the concierge can display their enthusiasm through facial expressions

[1] mark for keyword or phrase

[1] mark for explanation

(3 × [2])

[6]

9

AVAILABLE
MARKS

6 (a) The Westwood Hotel want to employ a receptionist.

Write down **three** sources where they could advertise locally for a receptionist.

- Local Newspaper
- Local Radio station
- Job Centre
- Careers notice board in local school or college
- Hotel website
- Recruitment Agency

All other valid alternatives will be given credit

(3 × [1])

[3]

(b) Explain **three** desirable qualities a receptionist would require to work in the hotel.

- Flexibility – to meet the needs of guests and the hotel
- Good communication skills – to meet and greet guests
- Friendly/approachable – to deal with guest queries and resolve issues
- Ability to work under pressure – e.g. during periods of high demand, such as, check-in and check-out
- Good time management – to carry out tasks promptly

All other valid alternatives will be given credit

[1] mark for keyword or phrase

[1] mark for explanation

(3 × [2])

[6]

(c) Managers have to conduct staff appraisals. Explain **three** benefits of conducting staff appraisals for the employee.

- Training – Staff may receive additional training to ensure they are equipped to do their job successfully.
- Improve Confidence – Staff may feel more confident in their job, if they have been made aware of their strengths and are receiving training to overcome their weaknesses.
- Possible Promotion – Staff who perform well may receive a promotion as a reward.
- Bonuses – Staff may receive a bonus for a job well done
- Opportunity to discuss any concerns – staff feel happier and at ease in their new job
- Job Satisfaction – staff may be made aware of their value and contribution to the hotel

[1] mark for keyword or phrase

[1] mark for explanation

All other valid alternatives will be given credit

(3 × [2])

[6]

15

7 Hotels can create a positive image through the quality of their staff uniforms.

AVAILABLE
MARKS

(a) Write down **four** other ways a hotel can create a positive image

- Appearance
- Attitude to customers
- Standard of facilities
- Corporate Image

All other valid alternatives will be given credit

(4 × [1])

[4]

(b) Explain **three** benefits of creating a positive image for the hotel.

- Improved reputation – in the local area, they may receive free advertising through word of mouth
- Possible increase in profits – Customers will return and the hotel will not have to compensate for poor service.
- Improved competitiveness – the hotel will be more competitive in the local area and able to attract and retain its customers
- Possible expansion of business to meet increased demand

All other valid alternatives will be given credit

[1] mark for keyword or phrase

[1] mark for explanation

(3 × [2])

[6]

10

8 (a) Explain why it is important to have someone trained in first aid within a hotel.

To know how to react to accidents, provide help to the injured person and be aware of what not to do.

All other valid alternatives will be given credit

[1] mark for keyword or phrase

[1] mark for explanation

(2 × [1])

[2]

(b) Explain **three** ways how a hotel would deal with a guest who has taken an anaphylactic shock.

- Call emergency services – report symptoms
- Help casualty to sit in a comfortable position – to aid breathing
- Loosen any tight clothing – to prevent any further breathing difficulties
- Check if casualty is carrying medication – encourage them to use it

[1] mark for keyword or phrase

[1] mark for explanation

(3 × [2])

[6]

8

- 9 The Disability Discrimination Act 1995, places a duty on hospitality outlets to make reasonable adjustments to premises. Discuss how a hotel can adapt their premises to cater for the needs of wheelchair bound guest.

AVAILABLE
MARKS

Answers must address some of the following points

- Designated disabled car parking space close to the door
- Wide doors and corridors
- Lifts close to reception
- Ramps
- High beds
- Adapted bathrooms
- Emergency help cords
- Emergency help telephone
- Automatic doors
- Low level switches
- High level sockets

All other valid alternatives will be given credit

Level 1 ([1] – [4])

Overall Impression: Basic

Identifies and explains less than two of the given points or lists all of the points with very little explanation. 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 ([5]-[8])

Overall Impression: Competent

Identifies and explains at least three or more of the given points. To achieve top of band candidates must explain more than four points adequately. Quality of written communication is competent. The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 [9]-[12])

Overall Impression: Highly competent

Identifies and explains at least five or more of the given points. To achieve top of band candidates must fully explain the points relating them to the scenario. Quality of written is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a degree of clarity and coherence. There is 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.

[12]

12

10 Evaluate the practice of hotels placing complementary products in the en-suite of a guest's bedrooms

AVAILABLE
MARKS

Answers may address some of the following points

Positive

- Free for the guest to take away
- Free advertising of the hotel if the hotel's name and logo is on the item
- Makes the guests stay more pleasurable.
- Convenient for the guest to use
- Creates a corporate image
- May encourage repeat or new bookings
- Guest feels valued if they receive a free product

Negative

- If poor quality they may reflect negatively on the hotel.
- Expensive to refill.
- Expensive to replace if the guest takes them away
- Environmental issues
- Guest may not value the products
- May encourage theft of other products in the bedroom

All other valid alternatives will be given credit

Level 1 ([1]-[3])

Overall Impression: Basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusion. 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 the 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

Makes some appropriate positive and negative points. Draws some reasonable conclusions. Quality of written communication is competent. The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some 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

Range of well explained positive and negative points. Draws valid conclusions.

Quality of written communication 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 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.

If a candidate only provides positive or negative answers they can only be awarded a maximum of [6] marks

[9]

Total

**AVAILABLE
MARKS**

9

80

New
Specification



Rewarding Learning

**General Certificate of Secondary Education
2010**

Hospitality

Assessment Unit 2

assessing

Reception and Accommodation

[GHP21]

FRIDAY 28 MAY, AFTERNOON

MARK SCHEME

Mr Brad Jones, from America will be visiting Fermanagh on business. He has made a reservation for 3 nights with the Imperial Hotel where he is a regular guest and has requested room number 716.

Mr Jones will have been travelling for a week and he needs to use the laundry services in the hotel. He has a meeting on Wednesday 24th August 2011 and requires the following items to be laundered and delivered by Tuesday 23rd August 2011:

- 2 pairs of trousers
- 2 Shirts
- 2 Hankerchiefs

Mr Jones orders breakfast to be delivered in his room for 7.50am on Wednesday 24th August, as it gives him more time to get prepared for his meeting. He prefers; decaffeinated coffee, orange juice, porridge and a poached egg with his full Irish breakfast.

For his own safety Mr Jones does not carry large sums of cash when travelling abroad.

The Imperial Hotel is keen to improve their Energy Efficiency Rating and are implementing new environmentally-friendly products and procedures, within the accommodation department.

1 (a) Complete the laundry form using the information provided in the pre-release material.

**AVAILABLE
MARKS**

Imperial Hotel

Laundry / Dry cleaning service is available Monday to Saturday

Name: **MR B. JONES** [1]

Room No: **716** [1]

Date: **MONDAY 22nd AUGUST 2011** [1]

Quantity		Item	Price/Item	Total Price	
2	[1]	Shirt	£5.00	£10.00	[1]
2	[1]	Trousers	£7.00	£14.00	[1]
		Sweater	£8.00		
		Blouse	£5.00		
		Pyjamas	£5.00		
		Underwear	£3.00		
		Socks	£2.00		
		Polo Shirt	£4.00		
		Tee Shirt	£3.00		
2	[1]	Hankerchief	£1.00	£2.00	[1]
			Total	£26.00	[1]

Please list any special instructions here:

TO BE DELIVERED NO LATER THAN TUESDAY 23rd AUGUST 2011 [1]

Signature: *B Jones* [1]

[12]

(b) Laundry forms are duplicated. This means there are two copies.

Explain **one** benefit of a duplicated laundry form for the guest

- Guest retains a copy so if clothing goes missing, they have a detailed record of the item which was sent to be laundered.
- Guest has a copy of the price for the service; they are not surprised when they are billed.

All other valid alternatives will be given credit

[1] mark for keyword or phrase

[1] mark for explanation

(1 × [2])

[2]

AVAILABLE
MARKS

14

2 Explain any **two** stages of the customer cycle that Mr Jones may use during his stay at the Imperial Hotel.

- Check-in – Mr Jones will check into the hotel and receive a key to his room.
- Registration of guests – Mr Jones will have to register his personal details with the front office, e.g nationality and passport number
- Use of services and facilities. – Mr Jones requested breakfast in bed and use of the laundry service.
- Payment – upon departure from the Imperial Hotel, Mr Jones will have to use a payment method for his use of facilities and services.
- Purchase products – e.g. additional food and beverage items

All other valid alternatives will be given credit

[1] mark for keyword or phrase

[1] mark for explanation

(2 × [2])

[4]

4

3 Complete the table below, to identify the different types of rooms available at the Imperial Hotel. An example has been completed for you.

Room Type Code	Room Type	
S	Single	
T	Twin	[1]
D	Double	[1]
F	Family	[1]
STE	Suite	[1]

(4 × [1])

[4]

4

4 Complete the room service order form, using the information provided in the pre-release material.

AVAILABLE
MARKS

Imperial Hotel

FOR BREAKFAST IN YOUR ROOM PLEASE HANG
ON OUTSIDE DOORKNOB BEFORE 3 a.m.

Name: **Mr B. Jones Room** [1]

No: **716** [1]

Breakfast menu

Please tick your preferred time of service

7.00 – 7.15 <input type="checkbox"/>	7.15 – 7.30 <input type="checkbox"/>	7.30 – 7.45 <input type="checkbox"/>
7.45 – 8.00 <input checked="" type="checkbox"/> [1]	8.00 – 8.15 <input type="checkbox"/>	8.15 – 8.30 <input type="checkbox"/>
8.30 – 8.45 <input type="checkbox"/>	8.45 – 9.00 <input type="checkbox"/>	9.00 – 9.15 <input type="checkbox"/>
9.15 – 9.30 <input type="checkbox"/>	9.30 – 9.45 <input type="checkbox"/>	9.45 – 10.00 <input type="checkbox"/>

Please indicate no of servings per choice

Tea/Coffee

Regular Coffee

Decaffeinated Coffee [1]

Regular Tea

Herbal Tea

Fruit

Grapefruit Segments

Melon

Assorted Fresh Fruit

Cereals

Cornflakes

Alpen

All Bran

Special K

Fruit & Fibre

Weetabix

Rice Krispies

Porridge [1]

Juice

Orange [1]

Grapefruit

Tomato

Apple

Yoghurt

Fruit Yoghurt

Plain Yoghurt

Full Irish Breakfast [1]

Traditional cooked breakfast with black and white pudding, tomatoes, mushrooms, sausages and bacon and a choice of cooked egg.

Scrambled Egg Poached Egg [1] Fried Egg

Continental Breakfast

Selection of cooked meats and cheese accompanied by a selection of breads and croissants

Signed: *B Jones* Date: *23/08/11*

£5.00 Supplement per person

(8 × [1])

[8]

8

			AVAILABLE MARKS
<p>5 On arrival at the Imperial Hotel, Mr Jones completes a guest registration card. Write down four pieces of information that he must record.</p> <ul style="list-style-type: none"> • Name • Address • Passport number • Place the passport was issued • His next destination. <p>All other valid alternatives will be given credit (4 × [1])</p>	[4]	4	4
<p>6 Mr Jones telephones reception to request a wake up call. Write down three procedures the reception staff will need to do to meet this request.</p> <ul style="list-style-type: none"> • Receptionist records all relevant information on request form or electronically on computer e.g. the room number, guests name and time of the wake up call. • The receptionist repeats the details back to the customer for confirmation. • The receptionist either manually rings the guest or the computer generates a call to the room. • The wake up call is logged. <p>(3 × [1])</p>	[3]	3	3
<p>7 Write down four items that will appear on Mr Jones bill during his stay at the Imperial Hotel.</p> <ul style="list-style-type: none"> • Accommodation • Breakfast • Laundry • Room service. <p>All other valid alternatives will be given credit (4 × [1])</p>	[4]	4	4
<p>8 Explain two non cash methods of payment available to Mr Jones when checking out.</p> <ul style="list-style-type: none"> • Traveller's cheques – a common method of payment for overseas visitors. The receptionist needs to see Mr Jones signing the cheque and check his passport to confirm his identity before accepting payment. • Ledger account – are offered to regular customers who are known to be reliable at paying their bills. Mr Jones signs for the expenses which he incurred and his company are charged at a later date. • Credit card – this card is swiped or inserted through an electronic terminal. The credit card account is debited the money. The card holder pays a bill at a later date. • Switch/Debit card – this card has a microchip to identify its personal details. It is swiped though an electronic terminal. The funds are debited immediately from the card holders bank account. <p>All other valid alternatives will be given credit [1] mark for keyword or phrase [1] mark for explanation (2 × [2])</p>	[4]	4	4

		AVAILABLE MARKS
<p>9 Explain one cleaning product that the housekeeping staff could use to clean the reception area.</p> <ul style="list-style-type: none"> • Wood polish – specially formulated to remove dust and to create a high shine effect on the floor. • Glass polish – designed to remove grime and create a shine on the surface. • Metal polish – to remove finger marks, prevent tarnish and maintain high shine on metal fixtures and fittings. <p>All other valid alternatives will be given credit [1] mark for keyword or phrase [1] mark for explanation (1 × [2])</p>	[2]	2
<p>10 It is the responsibility of the housekeeping staff to maintain the hotel's public areas. Explain three ways housekeeping staff maintain high standards in the reception area.</p> <ul style="list-style-type: none"> • Check all fixtures and fittings and report any faults to the maintenance department • Soft furnishings – check presentation e.g. plump cushions • Position of occasional furniture – check and reposition if necessary • Polish wood furnishings at regular intervals – to maintain satisfactory appearance • Hoover/Polish floor surfaces – to remove any debris • Empty bins at regular intervals – to ensure high standard of hygiene. <p>All other valid alternatives will be given credit [1] mark for keyword or phrase [1] mark for explanation (3 × [2])</p>	[6]	6
<p>11 The Imperial Hotel keeps records of guests' visits. Explain three benefits of this practice to the customer.</p> <ul style="list-style-type: none"> • Builds customers profile and therefore helps the hotel tailor service to customers needs • Hotel can match the customer requirements prior to arrival and exceed customer expectations, e.g. preferred room, choice of newspaper. • Hotel can make the customer aware of any special offers/promotional codes – the customer may receive better value for money. • Hotel is aware of birthday or other special occasions – the customer may receive a complementary product or service. <p>All other valid alternatives will be given credit [1] mark for keyword or phrase [1] mark for explanation (3 × [2])</p>	[6]	6

12 Discuss how the accommodation department of the Imperial Hotel can contribute positively to the environment.

- Recycling facilities – paper, card and bottles
- Lights which work on sensors – in bedrooms
- Thermostatically controlled heat/Air conditioning – adjustable to suit guests comfort levels
- Lights/electrical appliances in bedrooms controlled by key card
- Refilling dispensers – housekeeping department can refill dispenser in the bathrooms and toilets in the hotel.
- Water saving toilets, use a reduced amount of water per flush.
- Encourage guests to re use towels and bed linen
- Provide showers rather than baths to reduce water wastage

All other valid alternatives will be given credit

Level 1 ([1]-[3])

Overall Impression: Basic

Identifies and explains less than two of the given points or lists all of the points with very little explanation. 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 explains at least three or more of the given points. To achieve top of band candidates must explain more than four points adequately. Quality of written communication is competent. The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is extensive and accurate 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

Identifies and explains at least five or more of the given points. To achieve top of band candidates must fully explain the points relating them to the scenario. Quality of written is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a degree of clarity and coherence. There is 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]

9

13 Evaluate the practice of providing guests with room service within a hotel.

AVAILABLE
MARKS

Positive

- Single guest's do not have to dine alone in public area
- May be more convenient for the guest
- Guest does not have to queue at restaurant
- Guest does not have to make a reservation in the restaurant
- May be available 24 hours
- May make the stay more pleasurable for guests
- Provides an additional service for the hotel to offer its guests

Negative

- Menu may be limited
- More expensive
- Food may not be at the optimum temperature when it arrives
- Problems and requests may take longer to resolve
- Trays left in rooms and outside doors is unpleasant and unhygienic
- May be unprofitable due to staffing
- Inconvenient for staff during peak periods, e.g. breakfast
- Additional workload for housekeeping department

All other valid alternatives will be given credit

Level 1 ([1]-[4])

Overall Impression: Basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusion. 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 the 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 ([5]-[8])

Overall impression: Competent

Makes some appropriate positive and negative points. Draws some reasonable conclusions. Quality of written communication is competent. The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some 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 ([9]-[12])

Overall Impression: Highly competent

Range of well explained positive and negative points. Draws valid conclusions.

Quality of written communication 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 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.

If a candidate only provides positive or negative answers they can only be awarded a maximum of [6] marks

[12]

Total

**AVAILABLE
MARKS**

12

80