



Rewarding Learning

**General Certificate of Secondary Education
2015**

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

THURSDAY 21 MAY, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria that they should apply in allocating marks to the candidates' responses.

Assessment objectives

Below are the assessment objectives for GCSE Hospitality.

Candidates must:

- recall, select, and communicate their knowledge and understanding specified in the subject content (AO1);
- apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks (AO2); and
- analyse and evaluate information, sources and evidence, make reasoned judgements and present conclusions (AO3).

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark scheme

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the “best fit” bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates’ responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic

Level 2: Quality of written communication is competent

Level 3: Quality of written communication is highly competent

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

AO1

Level 1 (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 (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 (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 meaning is clear.

1 (a) Write down **three** different sources where a university graduate could find information about local hospitality jobs. (AO1)

- Website
- Local newspaper
- Job Centre
- Recruitment agency

All other valid points will be given credit.

(3 × [1])

[3]

(b) Hotels have various departments.

Write down **two** different job titles for each department in the table below. (AO1)

Department	Job Title/Role
Food and Beverage	<ul style="list-style-type: none"> • Waiter/waitress • Maitre D • Sommelier • Glass collector • Sous chef • Head chef • Kitchen porter
Front Office	<ul style="list-style-type: none"> • Receptionist • Concierge • Porter
Accommodation	<ul style="list-style-type: none"> • Room attendant • Housekeeper • Maintenance officer
Administration	<ul style="list-style-type: none"> • Administrative officer • Accountant • Reservation operator • Office clerk

All other valid points will be given credit.

(8 × [1])

[8]

11

2 Explain the term Bed and Breakfast

- Guest pays for accommodation for one or more nights
- Breakfast is included in the price of the bedroom

[1] for keyword or phrase

[1] for elaboration or examples

(1 × [2])

[2]

2

		AVAILABLE MARKS
<p>3 (a) Write down three main pieces of legislation that are relevant to the hospitality industry.</p> <ul style="list-style-type: none"> • The Food Safety Act 1990 • The Health and Safety at Work Act 1974 • The Regulation Reform (Fire Safety) Order 2005 • The Disability Discrimination Act 1990 <p>All other valid points will be given credit. (3 × [1])</p>	[3]	
<p>(b) Food legislation states that all food outlets should have a HACCP system in place.</p> <p>Explain the purpose of this system. (AO1, AO2)</p> <ul style="list-style-type: none"> • Owners identify any possible hazards within the kitchen and allows owners to identify ways to resolve/solve issue • Enables owners to put systems in place thus preventing harm to staff and customers. <p>[1] for keyword or phrase [1] for elaboration or examples (1 × [2])</p>	[2]	5
<p>4 (a) Explain why hospitality outlets must have members of staff trained in first aid. (AO1, AO2)</p> <ul style="list-style-type: none"> • It is a legal requirement for all hospitality outlets • To know how to treat an individual in an emergency • To protect casualties and others at the scene from possible danger • To assess a situation quickly and safely and send for appropriate help. <p>[1] for keyword or phrase [1] for elaboration or examples (1 × [2])</p>	[2]	
<p>(b) Describe the procedure for carrying out CPR on an adult. (AO1, AO2)</p> <ul style="list-style-type: none"> • Lay adult on floor to make treatment of adult easier • Tilt head back allowing mouth to fall open so airways can be checked • Perform 30 chest compressions using hands • Give 2 rescue breaths and check chest for movement • Continue until assistance by another individual is given. <p>[1] for description [1] for fuller description (3 × [2])</p>	[6]	8

5 Kosher food is part of Jewish culture.

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(a) Write down **two** ways a head chef could ensure food is served Kosher.

(AO1)

- Kosher kitchen equipment and utensils must be kept separate from other equipment and utensils
- No pork on menu
- No blood products in dishes
- Fish and meat cannot be served together
- Milk and meat cannot be served together.

All other valid points will be given credit.

(2 × [1])

[2]

(b) Describe **three** different ways catering can be provided to meet the needs of people in a hospital. (AO1, AO2)

- Provision of daily meals to patients on wards by providing a tray service
- Vending machines located in corridors to allow individuals to purchase snacks and drinks at any time
- Coffee/Tea Kiosks serving drinks and light snacks to all individuals within the setting
- Café/Canteen serving a range of hot and cold dishes throughout the day for staff and visitors
- Newsagents selling a range of food and drink products.

[1] for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

(c) School canteens are encouraged to make healthier meals for all pupils.

Explain **two** ways the catering manager could reduce the fat content in a range of dishes. (AO1, AO2)

- Cutting visible fat from meat before cooking to make the meat lean
- Use Soya products as a substitute for meat reducing the dishes fat content
- Low fat spread on sandwiches
- Use healthy cooking methods, e.g. grilling/steaming
- Avoid adding oil/butter to dishes
- Use low fat dairy products in sauces
- Modify components of the dish, e.g. replace chips with baked potato.

[1] for keyword or phrase

[1] for elaboration or examples

(2 × [2])

[4]

12

6 Presenting a positive image is very important in the hospitality industry.

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Discuss **three** ways a hotel could present a positive image through the facilities it provides (AO1, AO2)

- Wide range of items provided in bedroom, e.g. trouser press, hairdryer, docking stations to make guest's stay more relaxing
- Attractive and modern furnishings to create a positive first impression of excellence for customers
- Soft furnishings, e.g. curtains, cushions in good condition to create a good ambience
- All equipment working correctly to prevent customer complaints, e.g. light switches, plug sockets.
- Room serviced daily and bed linen and bath towels changed as requested to satisfy customer expectations
- Courtesy tray replenished daily to make stay more enjoyable for guests
- Complimentary toiletry products replaced for guests convenience
- High standard of cleanliness in all areas to improve hotel appearance.

[1] for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

6

7 Quality customer care is important in the hospitality industry.

(a) Describe **three** ways staff in a restaurant can provide quality customer care (AO1, AO2)

- Staff being attentive to customers throughout service by meeting all their personal needs
- Staff being polite and friendly when communicating with customers
- Staff being knowledgeable of dishes on menu so guest knows what exactly they are ordering to meet dietary needs
- Staff ensuring customers are informed immediately if food is delayed to prevent annoyance and disruption
- Good use of body language to make the customers feel relaxed.

[1] for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

(b) Explain **three** ways quality customer care will benefit the business. (AO1, AO2)

- Fewer complaints from customers reducing the need to compensate
- Satisfied customers are more likely to return, therefore generating more profit for business
- Lower staff turnover resulting in recruitment costs/training costs being reduced
- Improved reputation of the business that may bring in new customers to raise client profile
- Possible expansion of outlet to cope with increased demand.

[1] for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

12

- 8 Explain **three** reasons why it is important all staff receive training. (AO2, AO3)
- Employees understand the vision and requirements within the outlet, thus ensuring a high level of service is maintained
 - Employees have a better understanding of their own job roles and therefore can perform this role more effectively
 - Employees are trained correctly on customer care procedures and will know how to handle customers in a professional manner resulting in high customer satisfaction
 - Ensures all staff understand the importance of personal presentation, e.g. uniform to create a good first impression for guests
 - Employee will be more confident with their performance and more able to work better under pressure – ensuring customers are happy and less need to call senior staff.

[1] for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

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6

- 9 Discuss the duties carried out by a head housekeeper. (AO1, AO2, AO3)
- Inspecting all serviced bedrooms to ensure quality standards are maintained
 - Create staff rotas for accommodation department ensuring adequate staffing levels to meet hotel's requirements
 - Responsible for staff training to ensure all members of staff are aware of hotel's procedures
 - Allocating duties within department to ensure all jobs are equally divided amongst staff
 - Ensuring maintenance requirements are dealt with by liaising with maintenance department regularly
 - Ordering cleaning products to ensure sufficient supplies are available when needed
 - Dealing with lost property items to ensure items are recorded correctly and stored safely
 - Oversee guest laundry service is carried out to ensure high standards are maintained
 - Conducting staff appraisals within department to assess staff performance
 - Attend management meetings for planning and forecasting.

[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 communication 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 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 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]

9

10 Evaluate the decision of a hotel to use and display their logo on a range of hotel products. (AO1, AO2, AO3)

Positive points

- Free advertising for the company so helps generate new business or interest
- Creates and promotes a strong corporate image therefore making the logo more recognisable
- Some products are complimentary, making guests feel valued
- Guests may recognise logo in future and this may prompt them to revisit the hotel.

Negative points

- Guests may not value items, therefore may be an unnecessary expense for the hotel
- Quality of product may be poor and this may reflect badly on the hotel
- May encourage customer theft of products as guests may take as souvenirs
- High cost of producing specialised items may reduce hotel profit margin.

[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 communication 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 candidate only identifies either positive or negative points, candidate can only be awarded a mark in Level 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 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 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

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9

80