Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4742/01

HOSPITALITY AND CATERING UNIT 4: HOSPITALITY AND THE CUSTOMER

P.M. TUESDAY, 24 January 2012 $1\frac{1}{4}$ hours

For Examiner's use only		
Question	Mark Awarded	
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Total		

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer all questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

The total mark is 80.

You are reminded that assessment will take into account the quality of written communication used in your answers that involve extended writing.



Answer all questions.

(a)	What is meant by the 3 'R's?			
	(i)			
	(ii)			
	(iii)			
(b)	Tick (/) the box next to each statement to show whi environment.	ch would help	protect	
		Yes	No	
(i)	Individual soaps in bathrooms.			
(ii)	Clean towels everyday.			
(iii)	Re-fillable shampoo bottles in guest bathrooms.			
(c)	State two <i>other</i> ways in which a hotel can show that it is environmentally friendly.			
	(i)			



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	(~1	Name two types of communication that hat a toff care was	[2]
	(a)	Name two types of communication that hotel staff can use.	[2]
		(i)	
	(1)	(ii)	
	<i>(b)</i>	State three skills needed by staff in order to communicate effectively.	[3]
		(i)	
		(ii)	
	()		
	(c)	State three benefits of 'face-to-face' communication when dealing with customers.	[3]
		(i)	
		(ii)	
		(iii)	
3.	(a)	Give three reasons why customer care is important.	[3]
		(i)	
		(ii)	
		(iii)	
	<i>(b)</i>	State two ways in which a hotel can measure customer satisfaction.	[2]
		(i)	
		(ii)	



1010	Portion control and costing are important in achieving a profit in a hotel restaurant.					
(a)	Suggest four ways a chef could achieve accurate portion control. [4					
	(i)					
	(ii)					
	(iii)					
	(iv)					
(b)	Explain the factors that need to be considered when calculating the selling prices dishes.	of [6]				



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The	Hospitality Industry offers a range of services.
(a)	Identify three types of services that could be offered. [3]
	(i)
	(ii)
	(iii)
<i>(b)</i>	Discuss the types of food service that a conference centre could provide for a full day business meeting. [8]



5.

The	e standard of accommodation is important to guests.
(a)	Name two systems other than star ratings used by the Hospitality Industry to indicate standard of accommodation. [2]
	(i)
	(ii)
<i>(b)</i>	Describe the facilities of a 2 star hotel. [4]



(c)	Explain why the Rosette award scheme is important to the chef, the establishment the customers.	and [6]
T. 4	he Olympic Games are being held in London this year. Visitors to the games who stay star hotels will get to know the 'front of house' team.	in
(a)	State three 'front of house' job roles.	[3]
	(i)	
	(ii)	

7.

Discuss why a hotel receptionist needs to have a smart appearance.	[3]
Assess how the role of the 'front of house' team can ensure that customers have pleasant and enjoyable stay.	nave a [8]
	Assess how the role of the 'front of house' team can ensure that customers h



Assess the importance	e of the role of th	e Banqueting M	anager in the planning,	prepara
and delivery of the eve	ent.	1		r -r



	Write the question numbers in the left-hand margin]
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estion mber	Write the question numbers in the left-hand margin	Exa

