

Surname	Centre Number	Candidate Number
Other Names		0



**GCSE**

4742/01

**HOSPITALITY AND CATERING**  
**UNIT 4: Hospitality and the Customer**

A.M. WEDNESDAY, 11 June 2014

1 hour 15 minutes

**Suitable for Modified  
Language Candidates**

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	3	
2.	3	
3.	3	
4.	4	
5.	12	
6.	14	
7.	14	
8.	11	
9.	16	
<b>Total</b>	<b>80</b>	

**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.

1. We are encouraged to recycle as much of our waste as possible.

Name **three different** items that can be recycled.

[3]

(i) .....

(ii) .....

(iii) .....

2. Tick (✓) the box next to **each** statement to show if it is **True** or **False**.

[3]

	True	False
(i) Profit is included in the selling price of food.		
(ii) Value Added Tax (VAT) is currently 10%.		
(iii) Portion control must be considered in the selling price of foods.		

3. Match the correct job title to the job role by placing the correct letter in the box.

[3]

**A** Maintenance officer

**B** Receptionist

**C** Porter

**D** Housekeeper

For example, if you think the answer for (i) is **A** write **A** in the box.

(i) carries guests bags to their rooms

(ii) completes repairs in the hotel

(iii) checks guests in and out of the hotel



4. The Bayview Guest House is designing a poster for guests to encourage **sustainability**.



**'8 of 10 GUESTS REUSE THEIR TOWEL'**

(a) Give **one** reason why the Bayview Guest House would display this sign in guest bathrooms. [1]

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(b) List **three other** points that could be included on the poster for guests to follow. [3]

(i) .....

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(ii) .....

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(iii) .....

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5. Many large shopping centres have a 'Food Court' (Food Hall).

(a) Explain the **benefits** of a Food Court/Hall to the

(i) customer/shopper ..... [2]

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.....

(ii) shopping centre. .... [2]

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(b) Staff may be employed in the Food Court/Hall on a **casual** basis.

Name **two** occasions when extra casual (seasonal) staff may be needed. [2]

(i) .....

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(ii) .....

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(c) Many of the food outlets will be serving 'fast food'.

Describe the main features of the **food** and **service** of a fast food outlet.

[6]

(i) food

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(ii) service

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6. Good **communication** and **record-keeping** are necessary to the smooth running of any hospitality establishment.

(a) Name **three** types of communication and give an example for **each**. [3]

Type of communication	Example

(b) State **three** questions a receptionist should ask when taking a telephone booking. [3]

(i) .....

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(ii) .....

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(iii) .....

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(c) Discuss the skills/qualities that **front of house** staff should have in order to communicate well with customers. [4]

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(d) Discuss the importance of accurate **record keeping** in any hospitality establishment. [4]

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7. **Customer Care** is one of the most important aspects of a successful hospitality business.

(a) State what you understand by the term 'Customer Care'. [2]

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(b) Explain how an organisation can measure customer satisfaction. [4]

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(c) A guest in a 5\* hotel rings reception and complains that she is unable to get Wi Fi in her room.

(i) Explain how reception should deal with this complaint. [4]

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(ii) Describe what *other facilities* a guest would expect in a 5\* hotel. [4]

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8. **The Accommodation Services** (Housekeeping) of a hotel are responsible for looking after guest bedrooms.

(a) Name **two** responsibilities of the housekeeping team. [2]

(i) .....

(ii) .....

(b) A vacancy has arisen for a new **Head Housekeeper** at a **5\* hotel**.

Describe the role of a Head Housekeeper. [3]

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9. A local company, has booked to hold their 10<sup>th</sup> Anniversary dinner and dance at The Willows hotel. They have requested a three-course meal, followed by a disco.

(a) Evaluate **two types of food service** that would be suitable for this event. [4]

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(b) Discuss the *other factors* the chef would need to consider when **planning the menu** (dishes) for the event. [6]

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(c) Discuss how the hotel can ensure the safety of their guests during the evening. [6]

A series of horizontal dotted lines for writing the answer.

**END OF PAPER**







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ON THIS PAGE**

