

| | | |
|-------------|---------------|------------------|
| 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

| 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 | |
| Total | 80 | |

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]

.....

.....

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

(i)

.....

.....

(ii)

.....

.....

(iii)

.....

.....

4742
010003





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]

.....
.....

(ii) shopping centre. [2]

.....
.....

(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)

.....
.....

(ii)

.....
.....



(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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(ii) service

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

4742
010005



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)

.....
.....

(ii)

.....
.....

(iii)

.....
.....



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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



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]

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(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]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Examiner
only

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]

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....



(c) **Good team work** is important. Discuss the benefits of effective teamwork to the successful running of a hotel. [6]

Dotted lines for writing.



9. Bennetts, a local company, has booked to hold their 10th 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]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



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

Dotted lines for writing.

END OF PAPER



| Question number | Additional page, if required. Write the question number(s) in the left-hand margin. |
|-----------------|--|
| | |

Examiner only



BLANK PAGE

**PLEASE DO NOT WRITE
ON THIS PAGE**

