Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4742/01



HOSPITALITY AND CATERING

UNIT 4: Hospitality and the Customer

A.M. FRIDAY, 12 June 2015

1 hour 15 minutes

For Examiner's use only						
Question	Maximum Mark	Mark Awarded				
1.	3					
2.	3					
3.	4					
4.	3					
5.	6					
6.	7					
7.	9					
8.	18					
9.	27					
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 a	all question	ns.		
Tick	(/) the box next to the s	statement to sh	now if it is t	rue or false.		
					True	False
(i)	A concierge books gues	sts into a hotel				
	When booking into a ho of birth.	tel, guests are	asked to	give their date		
	The Data Protection Ac are kept confidential.	t ensures that	guests' pe	rsonal details		
For e	example, if you think that Five star hotels	the descriptio		A write A in t	he box. often family	run.
(ii)	One star hotels		В.	Offer luxurious	facilities.	
(iii)	Bed and Breakfast establishments		C.	Are basic and on not have their of		



3.	Hosp	pitality establishments can be commercial or non-commercial .	[4]
	(a)	Name two types of commercial establishment.	
		(i)	
		(ii)	
	(b)	Name two types of non-commercial establishment.	
		(i)	
		(ii)	
4.	The I Give	hospitality industry offers many forms of employment. three benefits of being a permanent member of staff.	[3]
	(i)		
	•••••		
	(ii)		

	(iii)		



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The	telephone is one of the most common forms of communication.	
(a)	Suggest why customers may telephone a hotel reception.	[3]
•••••		· · · · · · · · · ·
		· · · · · · · · ·
		······································
(b)	Suggest how staff should answer the telephone to ensure effective communication.	[3]
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		······································
		······································
		······································
		· · · · · · · · ·
••••••		•••••••••



(i)	Describe how a holiday park can create a good impression for their guests.	
••••••		
(ii)	Good customer care during their stay will encourage guests to return. Explain what is meant by good customer care .	
(ii)	Good customer care during their stay will encourage guests to return. Explain what is meant by good customer care .	
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	Explain what is meant by good customer care.	



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y law, hotels must have an environmental policy. iscuss how a hotel can reduce , reuse and recycle waste.	[9]
issues how a noter sum readed, reade and recycle waste.	اق



(a)	Identify three special diets that may need to be considered.	[3
(-)		Į.
	(i)	
	(ii)	
	(iii)	
(b)	Discuss the other factors that the chef would need to consider when planning r the residents.	menus fo [6



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(i)	Preparation
(-)	
•••••	
•••••	
•••••	
•••••	

•••••	
•••••	
•····	
(ii)	Cooking
	Cooking



(iii) Servin	ng			
•••••		 	 	• • • • • • • • • • • • • • • • • • • •
•••••		 	 	•••••

		 	 	• • • • • • • • • • • • • • • • • • • •



(a)	List three factors to be considered when choosing the venue for this event. (i)	[3]
	(ii)	
	(iii)	
(b)	List two pieces of information that will be required by the establishment when taking booking.	
	(i)	
(c)	Explain the costs and factors that the students will need to consider when working out selling price of the tickets.	the



(d) Assess the imp	ortance of good teamwork to the successful running of the event.	[6]



(e)	For the evening to be a success, it is important that a good atmosphere is created at the venue. Discuss how this can be achieved. [4]	
•••••		



(f)	A risk assessment will need to be completed for the event. Identify the possible health and safety issues (other than food preparation and cooking), and discuss control measures to reduce any risks. [10]



	Examiner only
END OF PAPER	



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



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