

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

1¼ hours

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

4742
010001

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.



J A N 1 2 4 7 4 2 0 1 0 1

Answer all questions.

1. Environmental issues are important in the Hospitality and Catering Industry.

(a) What is meant by the 3 'R's? [3]

(i)

(ii)

(iii)

(b) **Tick (✓)** the box next to each statement to show which would help protect the environment. [3]

	Yes	No
(i) Individual soaps in bathrooms.	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Clean towels everyday.	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Re-fillable shampoo bottles in guest bathrooms.	<input type="checkbox"/>	<input type="checkbox"/>

(c) State **two other** ways in which a hotel can show that it is environmentally friendly. [2]

(i)

.....

(ii)

.....



2. Good communication is vital to the successful running of a hotel.

(a) Name **two** types of communication that hotel staff can use. [2]

(i)

(ii)

(b) State **three** skills needed by staff in order to communicate effectively. [3]

(i)

(ii)

(iii)

(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)

.....

(b) State **two** ways in which a hotel can measure customer satisfaction. [2]

(i)

.....

(ii)

.....



6. The 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)

(b) Describe the facilities of a **2 star** hotel. [4]

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