

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4742/01

HOSPITALITY AND CATERING

UNIT 4: Hospitality and the Customer

A.M. FRIDAY, 25 January 2013

1¼ hours

For Examiner's use only	
Question	Mark Awarded
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
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.

1. Tick (✓) **three** examples of **good** customer care responses. [3]

	(✓)
(i) "I will take care of that right away sir."	
(ii) "No, – too late I can't be bothered."	
(iii) "Is there anything else I can help you with madam?"	
(iv) "I am sorry I don't know, but I will find out for you."	
(v) "I am just talking to my friend, you will have to wait."	

2. (a) Match the correct description to the type of menu, by placing the letter in the box. [3]

For example. If you think that the description for (i) is **A** write **A** in the box.

- | | | |
|-------------------|--------------------------|---|
| (i) À la carte | <input type="checkbox"/> | A. A set menu for a set price. |
| (ii) Table d'hôte | <input type="checkbox"/> | B. A limited selection of dishes, individually priced. |
| (iii) Fast food | <input type="checkbox"/> | C. A selection of courses, priced individually and cooked to order. |

(b) Explain what is meant by the following: [3]

- (i) menu card
-
- (ii) place card
-
- (iii) seating plan.
-

3. When taking a booking for a wedding reception, give **two** examples of information required by the establishment. [2]

- (i)
- (ii)



4. (a) Name **two** duties of a night porter in a hotel. [2]

(i)

(ii)

(b) Suggest **three** ways in which a hotel manager could train staff. [3]

(i)

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(ii)

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(iii)

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5. A travel company is holding a staff meeting at a conference centre.

(a) Name **two** pieces of **equipment** the conference manager may be asked to supply for the meeting. [2]

(i)

(ii)

(b) Describe the role of the conference manager during the event. [4]

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9. It is important to present a positive image to the customer.

(a) Suggest the ways in which this can be achieved by the

(i) staff

[4]

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(ii) establishment.

[4]

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