



4742/01

HOSPITALITY AND CATERING

UNIT 4: Hospitality and the Customer

A.M. WEDNESDAY, 11 June 2014

1 hour 15 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Write your name, centre number and candidate number in the spaces provided on the front cover.

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.

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	

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]

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

(i) _____

(ii) _____

(iii) _____

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]

5(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) _____

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

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

(i) _____

(ii) _____

(iii) _____

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]

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]

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]

END OF PAPER

