

### 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	

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## **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	<b>ALL</b> (	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]				
	<b>A</b>	MAINTENANCE OFFICER	В	RECEPTIONIST	
	C	PORTER	D	HOUSEKEEPER	
	For e	A in the box.	k the an	swer for (i) is A	
	(i)	carries guests ba	ags to th	eir rooms	_
	(ii)	completes repair	rs in the	hotel	
	(iii)	checks guests in	and out	t 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]

(D)	on the poster for guests to follow. [3]			
	(i)			
	(ii)			
	(:::)			
	(iii)			

5.	_	Many large shopping centres have a 'Food Court' (Food Hall).			
(a)	Expla	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)			

5(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		

5(c)	(ii)	service		

- 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(D)	when taking a telephone booking. [3]					
	(i)					
	.,					
	(ii)					
	( )					
	(iii)					
	( )					

6(c)	Discuss the skills/qualities that FRONT OF HOUSE staff should have in order to communicate well with customers. [4]				

6(d)	Discuss the importance of accurate RECOR KEEPING in any hospitality establishment.	

<i>1</i> .	aspects of a successful hospitality business.				
	(a)	State what you understand by the term 'Customer Care'. [2]			

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

7(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]			

7(c)	(ii)	Describe what <b>other FACILITIES</b> a guest would expect in a 5* hotel. [4]			

8. THE ACCOMMODATION SERVICES (Housekeeping) of a hotel are responsible flooking 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]				

8(c)	GOOD TEAM WORK is important. Discuss the benefits of effective teamwork to the successful running of a hotel. [6]


9.	Bennetts, a local company, has booked to hold their 10 <sup>th</sup> 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]				

9(b)	Discuss the <b>other FACTORS</b> the chef would need to consider when PLANNING THE MENU (dishes) for the event. [6]

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

Question	Additional page, if required.				
number					

Question	Additional page, if required.				
number	Write the question numbers in the left-hand margin.				
	g				

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