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| Centre Number   |  |  |  |  | Learner Registration Number |  |  |  |  |
| <b>Pearson BTEC</b><br><b>Level 1/Level 2</b><br><b>First Award</b> |  |  |  |  |                             |  |  |  |  |

# Hospitality

## Unit 1: Introducing the Hospitality Industry

|   |                                  |
|---|----------------------------------|
| Friday 9 January 2015 – Morning<br><b>Time: 1 hour 15 minutes</b> | Paper Reference<br><b>21541E</b> |
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| <b>You do not need any other materials.</b> | Total Marks |
|---|-------------|

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

**Answer ALL questions**

**Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.**

**SECTION A**

**1** A market is a type of supplier used by a restaurant.

State **two** other types of supplier a restaurant can use.

1 .....

2 .....

**(Total for Question 1 = 2 marks)**

**2** Helen works in an office block that has a staff restaurant. Helen's employer does not manage the restaurant directly but pays another company to provide this service.

State the type of hospitality business that provides this service.

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**(Total for Question 2 = 1 mark)**

**3** Utility companies support businesses in the hospitality industry.

Give **one** example of a utility.

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**(Total for Question 3 = 1 mark)**



4 Identify **two** types of restaurant.

- A Exhibition
- B Coffee shop
- C Hostel
- D Sports club
- E Fine dining

(Total for Question 4 = 2 marks)

5 What type of hospitality business is a free house?

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(Total for Question 5 = 1 mark)

6 In the purchasing cycle a supplier will send a document that shows the monthly transactions for a business.

State the name of this document.

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(Total for Question 6 = 1 mark)

7 Outline **two** ways food service staff can achieve appropriate and clean personal presentation to maintain standards.

1 .....

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2 .....

.....

(Total for Question 7 = 2 marks)



8 A hotel can book personal services for guests. One example of this is booking theatre tickets.

Give **one** other personal service a hotel can offer guests.

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.....

**(Total for Question 8 = 1 mark)**

9 Many hotels are classified using a star rating system which rates a hotel from one to five stars.

Explain **two** benefits to the customer of hotels using a star rating system.

1 .....

.....  
.....  
.....

2 .....

.....  
.....  
.....

**(Total for Question 9 = 4 marks)**



**10** The hospitality industry in the UK is expanding.

One way the scale of the hospitality industry is measured is by financial turnover.

Give **two** other ways the scale of the hospitality industry is measured.

1 .....

.....

2 .....

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**(Total for Question 10 = 2 marks)**

**11** Pilferage of food is a cost to a café that impacts on gross profit.

Outline **two** ways pilferage of food can be reduced in a café.

1 .....

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2 .....

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**(Total for Question 11 = 2 marks)**

**12** The use of disposables is common within the hospitality industry.

Give **one** disadvantage of using disposables.

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**(Total for Question 12 = 1 mark)**



**13** Peter owns a takeaway sandwich bar that opens between 9am and 2pm Monday to Friday. Offices and expensive apartments have replaced factories and warehouses in the local area.

In response to the changes in the local area, Peter wants to change the way he operates his business to increase sales.

Explain **three** ways in which Peter can change the way he operates his business to increase sales.

1 .....

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2 .....

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3 .....

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**(Total for Question 13 = 6 marks)**



**14** Sanjay owns a pizza restaurant. He is considering buying a franchise to improve the quality of his products.

Explain **two** ways buying a franchise can help Sanjay improve the quality of his products.

1 .....

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2 .....

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**(Total for Question 14 = 4 marks)**



**SECTION B**

Sarah owns the White Horse Hotel. Quality products and excellent customer service are the main aims of the business. Sarah receives regular feedback from her customers to review how the business is performing and to see what new products and services her customers want. Recent comments from customers have meant that Sarah has invested money in an online booking facility.

**Use the information about the White Horse Hotel to answer questions 15–19.**

**15** Give **two** reasons why excellent customer service is important for the White Horse Hotel.

1 .....

2 .....

**(Total for Question 15 = 2 marks)**

One way Sarah can ensure the standards and quality of her business are maintained is by setting operating standards at business level.

One example of an operating standard is a standard communication protocol.

**16 (a)** State **two** other operating standards Sarah can set at business level. **(2)**

1 .....

2 .....

**(b)** Give **two** ways that Sarah can ensure that all staff can deliver excellent customer service. **(2)**

1 .....

2 .....

**(Total for Question 16 = 4 marks)**





**17** Explain **two** advantages to Sarah of using customer feedback when developing ideas for new products or services.

1 .....

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2 .....

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**(Total for Question 17 = 4 marks)**

**18** Sarah is using an IT company to design her online booking system.

Give **two** ways the IT company can support Sarah's business to ensure the success of the new online booking system.

1 .....

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2 .....

.....

**(Total for Question 18 = 2 marks)**





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