



Mark Scheme (Results)

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Hospitality

Unit 1: Introducing the Hospitality
Industry (21541E)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Wholesale Retail Local National Cash and carry Specialised Company nominated</p> <p>Accept any other valid response including named examples e.g. butcher</p> <p>Do not accept brand names e.g. Bookers unless type of supplier stated e.g. Bookers cash and carry</p>	(2)

Question Number	Answer	Mark
2	<p>Contract caterer/contract food service provider(s)</p> <p>Accept any other valid response that includes 'contract' or 'contractor'</p> <p>Do not accept brand names e.g. Compass unless contract stated e.g. Compass contract caterers or Compass contract food service</p>	(1)

Question Number	Answer	Mark
3	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Gas • Water • Electricity • Telephone • Internet <p>Accept any other valid response</p>	(1)

Question Number	Answer	Mark
4	B - Coffee shop E - Fine dining	(2)

Question Number	Answer	Mark
5	Award one mark for any of the following: <ul style="list-style-type: none"> • Pub • Public house • Bar • Inn <p>Do not accept any other response</p> <p>Do not accept brand names e.g. The Red Lion unless type of business stated e.g. The Red Lion pub</p>	(1)

Question Number	Answer	Mark
6	Statement Do not accept any other response	(1)

Question Number	Answer	Mark
7	Award one mark for any of the following up to a maximum of two marks. <p>Good personal hygiene Clean uniform/clothing Correct uniform/clothing Tucking in shirts Neat/tidy hair Subtle make up</p> <p>Accept any other valid response</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Hairdressing • Beauty treatments • Retail services <p>Accept any other valid response</p>	(1)

Question Number	Answer	Mark
9	<p>Award one mark for identification of benefit and one additional mark for an explanation up to a maximum of two marks each.</p> <p>Customers can choose a hotel that meets their expectations/needs (1) because a rating system informs customers about the facilities available (1).</p> <p>Customers can choose hotels with similar standards (1) because quality standards are consistent across ratings (1).</p> <p>Customers can select a hotel within their budget (1) as star ratings are usually linked to price (1).</p> <p>Customers can have confidence in the standards (1) because the hotel has been externally inspected (1).</p> <p>Accept any other valid response</p>	(4)

Question Number	Answer	Mark
10	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Number of businesses Numbers employed Economic value of industry Purchasing power</p> <p>Accept any other valid response</p>	(2)

Question Number	Answer	Mark
11	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Restricted entry to storage areas CCTV Regular stock takes Minimum/maximum levels of stock Staff bag searches</p> <p>Accept any other valid response including prevention of pilferage by customers</p>	(2)

Question Number	Answer	Mark
12	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Increase in waste/landfill • Increase in environmental pollution/litter • Increase in trees being cut down (paper, wood products) • Plastic items do not biodegrade • Large space required for storage • High cost of purchasing disposables in bulk <p>Accept any other valid response</p>	(1)

Question Number	Answer	Mark
13	<p>Award one mark for identification of an operational change and one additional mark for an explanation up to a maximum of two marks each.</p> <p>Change the opening times (1) to the meet the changing needs of the local area (1).</p> <p>Offer deliveries/regular sandwich round (1) to appeal to office workers (1).</p> <p>Offer outside catering (1) to cater for meetings in the offices/to cater for parties in the apartments (1).</p> <p>Telephone/online ordering (1) to make ordering easier/flexible for customers (1).</p> <p>Develop new products (1) to appeal to new/existing customers (1).</p> <p>Offer seating area (1) to make it more of a destination/ to encourage additional spend (1).</p> <p>Accept any other valid response</p>	(6)

Question Number	Answer	Mark
14	<p>Award one mark for identification of how a franchise can help improve quality and one additional mark for an explanation up to a maximum of two marks each.</p> <p>Franchisor provides training (1) ensuring that Sanjay has the necessary knowledge/skills (1).</p> <p>Standardisation of recipes/cooking processes (1) will ensure that quality is consistent (1).</p> <p>Product quality/suppliers are set by the franchisor (1) so Sanjay will be unable to substitute products (1).</p> <p>Franchisor will provide continual support for Sanjay (1) to avoid/identify any problems (1).</p> <p>Accept any other valid response</p>	(4)

Question Number	Answer	Mark
15	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Keeps customers happy Encourages customers to come back Customers will tell others Reduces complaints Good reputation</p> <p>Accept any other valid response</p>	(2)

Question Number	Answer	Mark
16(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Quality procedures Brand standards Customer service standards Health and safety Hygiene standards</p> <p>Accept any other valid response</p>	(2)
16(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Training Inductions Supervising staff Monitoring staff performance</p> <p>Accept any other valid response</p>	(2)

Question Number	Answer	Mark
17	<p>Award one mark for identification of an advantage and one additional mark for an explanation up to a maximum of two marks each.</p> <p>Firsthand knowledge of who her customers are and what they want (1) so products can be tailored to meet their needs (1).</p> <p>Sarah can gain information on pricing and pricing sensitivity (1) to maximise profits (1).</p> <p>What products are popular/keeping up with trends (1) to remain competitive (1).</p> <p>Following through customer recommendations (1) to foster customer loyalty (1).</p> <p>Accept any other valid response</p>	(4)

Question Number	Answer	Mark
18	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Train Sarah/staff on how to use the system Recommend appropriate software/updates Test system/check it works Carry out maintenance/repairs Provide technical advice Monitor use e.g. traffic through website</p> <p>Accept any other valid response</p>	(2)

Question Number	Indicative content
19	<p>Areas for discussion in response to the importance to the success of the business of ensuring product and service quality.</p> <ul style="list-style-type: none"> • Continued development/introduction of better quality products/furnishings and fittings/staff uniforms will help to build the reputation of the hotel for quality • Investment in ensuring customer excellence will ensure excellent provision for customers in terms of service • Investment in customer excellence training for staff will result in better skilled staff who are more likely to be consistent in delivering quality service • Constant monitoring will help with the identification of possible future developments to support and improve the quality of both products and services • Attention to detail can improve cost bases as less waste is generated by mistakes or unsuitable products • Careful selection of suppliers will ensure confidence in products and consistency which meeting customer expectations • Comparison of products and services with competitors to benchmark own standard • Formal recognition of quality, e.g. star rating
Level	Descriptor
0 0 marks	No material deserving of reward.
1 1-3 marks	Identification of relevant issue(s)/trend(s). The answer is likely to be in the form of a list. Points will be superficial/generic and not applied to the given scenario.
2 4-6 marks	Discussions of the impact of relevant issue(s)/trend(s) on hospitality business are given. Points made are generic with some application to the given scenario.
3 7-8 marks	Reasoned and detailed justification answers are presented. Answers on how to respond to the relevant issue(s)/trend(s) are applied to the given scenario.

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