

# Examiners' Report/ Lead Examiner Feedback

## **January 2016**

NQF BTEC Level 1/Level 2 Firsts in  
**Hospitality**

Unit 1: Introducing the Hospitality  
Industry (21541E)

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## Grade Boundaries

### What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade (Distinction, Merit, Pass and Level 1 fallback).

### Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark should be for a particular grade.

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### Variations in external assessments

Each test we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each test, because then it wouldn't take into account that a test might be slightly easier or more difficult than any other.

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## Unit 1: Introducing the Hospitality Industry

January 2016

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	13	21	29	38

## **Introduction**

This report has been written to help you understand how learners have performed overall in the exam. For each question there is a brief analysis of learner responses. You will also find examples of learner responses to the questions both well and poorly answered. These should help to provide additional guidance.

We hope this will help you to prepare your learners for future examination series.

## **Summary**

This is the fourth paper taken by learners for this unit. Learners generally responded well to the range of questions in the paper and fewer questions were left blank than had been seen in previous years. Teachers are becoming more used to the types of questions used and are, on the whole, preparing learners well.

Across a range of papers there are still elements of the specification that have not been covered well or retained by some learners. Teachers are reminded that the entire specification is in the range for this examination so all learning aims have to be taught. Learners need to have studied each aspect of the unit before taking this paper.

There was a distinct difference between the learners who were able to respond to the higher demand questions through giving points and then linking their answer to the context of the question and those who could not. This is particularly important where questions ask learners to "explain" something where two marks are possible for each part of the answer and learners only listed points. These questions made up a high proportion of the marks for this paper.

It was noted that some learners did not comprehend the information in the question. Their answers were a repeat of the question, this could not be credited.

The extended answer question at the end of the paper was not answered well by a number of learners. Many learners listed a response and did not expand on this demonstrating their lack of knowledge and understanding of the unit content being assessed. Teachers should encourage learners to look at the level based grid in the mark scheme in preparation for these extension questions.

**Q01**

**Targeted Specification Area: Learning Aim A.1**

This question was a multiple choice question that required the learners to identify two types of products or services provided by the hospitality industry. This question required the same level of demand as previous multiple choice items (requiring the learners to simply recall a part of the specification). This question was answered well by most learners. The most common seen wrong response was "Utilities" and "Technology".

**Q02**

**Targeted Specification Area: Learning Aim B.1**

This question was answered well by learners, most giving correct responses stating two types of supplier to the hospitality industry. Some learners did however respond incorrectly by not stating types of suppliers and example of this can be seen below.

This is a poor performing response (0 marks awarded).

2 A cash and carry is a type of supplier to the hospitality industry.  
State **two** other types of supplier to the hospitality industry.

1 food supplier.

2 equipment supplier.

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

This was a high performing response (2 marks awarded).

2 A cash and carry is a type of supplier to the hospitality industry.  
State **two** other types of supplier to the hospitality industry.

1 Specialised supplier.

2 wholesalers.

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

**Q03**

**Targeted Specification Area: Learning Aim A.3**

This question required learners to state two ways a bank provides support to businesses in the hospitality industry. Most learners answered it well gaining the full two marks. Some learners however, did give a wrong response the most common wrong response given was "advertising".

This is a poor performing response (0 marks awarded).

**3** Banks provide support to businesses in the hospitality industry.  
State **two** ways banks provide support to businesses in the hospitality industry.

1 Advertise ~~also~~ business in the bank.

2 \_\_\_\_\_

(Total for Question 3 = 2 marks)

This response was mixed (1 mark awarded).

**3** Banks provide support to businesses in the hospitality industry.  
State **two** ways banks provide support to businesses in the hospitality industry.

1 loans

2 Advertising

(Total for Question 3 = 2 marks)

This was a high performing response (2 marks awarded).

**3** Banks provide support to businesses in the hospitality industry.  
State **two** ways banks provide support to businesses in the hospitality industry.

1 They provide loans

2 They also provide insurance.

(Total for Question 3 = 2 marks)

**Q4**

**Targeted Specification Area: Learning Aim A.1**

This was another multiple choice question where learner responses were as expected. Learners had to identify two types of pub operations. Most learners scored marks in this question. A few learners chose "Open house" and "Mortgaged" and these responses were incorrect.

**Q05**

**Targeted Specification Area: Learning Aim A.3**

This question required learners to state a business that supports the hospitality industry by providing staff. This was not generally answered well by learners. Learners appeared to have misread the question and gave responses linked to hospitality businesses that require staff. Common wrong answers seen were hotels and restaurants.

This is a poor performing response (0 marks awarded).

5 State a type of business that supports the hospitality industry by providing staff?

Recreation Hotel (staff)

(Total for Question 5 = 1 mark)

This was a high performing response (1 mark awarded).

5 State a type of business that supports the hospitality industry by providing staff?

Recruitment agency

(Total for Question 5 = 1 mark)

**Q06**

**Targeted Specification Area: Learning Aim B.1**

This question was not answered well. Learners had to state three factors that could affect gross profit. Learners listed factors that affect net profit and general running of a business in hospitality. Some responses showed lack of understanding of the question. Many learners were confused by the term "gross profit" and may not have covered this part in the specification.

The question asked for three factors affecting gross profit. This question differentiated learners as the most able learners gave all three required answers and the least able gave none. A range of responses were given and can be seen in the examples below.

This was a poor performing response (0 mark awarded).

6 Ahmed owns a busy coffee shop.

State **three** factors that could affect Ahmed's gross profit.

1 Probably has to share the profit

2 Pay rent

3 Pay Supplier

(Total for Question 6 = 3 marks)

This was a mid-range response ( 1 mark awarded).

6 Ahmed owns a busy coffee shop.

State **three** factors that could affect Ahmed's gross profit.

1 ~~ste~~ Stolen Stock

2 loss of money

3 his business could get shut down.

(Total for Question 6 = 3 marks)

This was an average response (2 marks awarded).

6 Ahmed owns a busy coffee shop.

State **three** factors that could affect Ahmed's gross profit.

1 location - does he have enough customers

2 his production of waste - the more he throws away, the more money going in the bin.

3 Stock control, Stock limit, Stock rotation so goods are not brought when not needed, minimises waste.

(Total for Question 6 = 3 marks)



This was a high performing response (3 marks awarded).

6 Ahmed owns a busy coffee shop.

State **three** factors that could affect Ahmed's gross profit.

1 Pilgrage of food.

2 Overstocking on food.

3 underselling meals (not selling enough meals).  
and throwing alot of waste food away!

(Total for Question 6 = 3 marks)

**Q07**

**Targeted Specification Area: Learning Aim C.1**

This question has performed very well and clearly shows learners have a good understanding how businesses can reduce their carbon footprint. The majority of learners were able to gain the two marks available. Few learners gave an incorrect response.

This was a poor performing response (0 mark awarded).

7 The owner of the Blue Door Cafe wants to reduce its carbon footprint.

Give **two** ways the Blue Door Cafe can reduce its carbon footprint.

1 one way is not having a car park near by  
wene people sit in cars and leave their engines on  
so the pollution is decreasing by walking.

2

(Total for Question 7 =2 marks)

This was a common response ( 1 mark awarded).

7 The owner of the Blue Door Cafe wants to reduce its carbon footprint.

Give **two** ways the Blue Door Cafe can reduce its carbon footprint.

1 Sourcing its food locally

2 use electric instead of gas ovens.

(Total for Question 7 =2 marks)

This was a high performing response (2 marks awarded).

7 The owner of the Blue Door Cafe wants to reduce its carbon footprint.

Give **two** ways the Blue Door Cafe can reduce its carbon footprint.

1 Recycle.

2 Buy local produce, to reduce air miles.

(Total for Question 7 = 2 marks)

**Q08a**

**Targeted Specification Area: Learning Aim C.1**

Learners did not perform well on this question. They were asked to give two ways a menu can be changed in response to the increased demand for healthy products.

Many learners repeated the question in their response. Examples of this can be seen below.

These were poor performing responses (0 mark awarded).

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

1 change some of the ~~is~~ unhealthy foods<sup>(2)</sup> in the menu to healthier foods.

2 put more healthier foods on the menu that can make customer go to Paul's small restaurant.

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

1 Increase the number of healthy items on the ~~meny~~ menu. <sup>(2)</sup>

2 Change the layout of the menu so ~~health~~ healthy foods ~~like~~ are more prominent.

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

1 ~~Bring in~~ bring in new healthy drinks <sup>(2)</sup>

2 Make healthier food.

These were common responses (1 mark awarded).

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

1 Make a 'vegetarian' menu suitable for people trying to stay healthy. <sup>(2)</sup>

2 he can lower the prices of ~~the~~ healthy courses to get more people to come to the restaurant.

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

(2)

1. Add healthy dishes to a different menu for people who require it

2. Add the amount of calories onto each dish so customers can see how healthy it is

These were high performing responses (2 marks awarded).

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

(2)

1. Add more vegetables and fruits to his meals

2. Reduce the fat, salt and sugar and add more fibre

8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

(2)

1. Add more vegetarian dishes to his menu and add more of the recommended fibre a day

2. Reduce fat content in all his foods - making them healthier and more balanced

**Q08b**

**Targeted Specification Area: Learning Aim C1**

This question used the command verb "explain" for the first time in this paper increasing the demand level. This question required learners to explain one way a new menu can be marketed to types of customers who are likely to buy healthier products.

A large amount of learners listed ways the menu can be marketed but did not link the response to the context, taking it further, to explain how the identified marketing tool was to be used.

As expected the increase demand widened the range of responses from learners.

These were poor performing responses (0 mark awarded).

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

Making the foods cheaper, having more of a variety. Make ~~Today's~~ others only on the menu

(Total for Question 8 = 4 marks)

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

is your selling a unhealthy steak and chips for £10.99 that quite expensive but if you sell a salmon salad for £4.99 you might sell more

(Total for Question 8 = 4 marks)

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

Paul could put up posters around the area showing his new menu. Paul could advertise his new menu on the internet.

(Total for Question 8 = 4 marks)

These were common responses (1 mark awarded).

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

Paul would need <sup>to</sup> advertise his new menu so it will attract customers to buy his healthier products. Paul could expand his self and create a app where people can look up his restaurant ~~at~~ <sup>and</sup> work at his menu. He could upload photos and write alot of detail about his new creation.

(Total for Question 8 = 4 marks)

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

He could put it on his website.  
He could put it on his diet website.  
He could do an advert on TV  
He could put it in the paper  
he could do flyers to go out.

(Total for Question 8 = 4 marks)

These were high performing responses (2 marks awarded).

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

Social media advertising, this would reach people in their 20<sup>s</sup> and 30<sup>s</sup>, who are health conscious. Advertising this way would show his target market that he is up to date with what people want and how to reach them.

(Total for Question 8 = 4 marks)

(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

He can promote his business through social media to attract more people... He could also make posters to put up in gyms and places that would attract the most customers locally... Like a town or city.

(Total for Question 8 = 4 marks)

**Q09**

**Targeted Specification Area: Learning Aim B.1**

This question was designed to test a particular part of the specification. The specification requires learners to understand the documents used in the purchasing cycle.

It was an "explain" question where learners had to explain two ways a purchase specification can help to ensure quality food is always served. It was evident from the responses seen that few learners understood what a purchase specification was, had not been taught, or had forgotten. Centres need to ensure that they teach the full range of the specification content to learners. A common incorrect response was linked the quality of the product where learners have latched on to a familiar word in the question and used that to answer. This question was worth four marks where learners had to link their responses to obtain marks.

These were poor performing responses (0 mark awarded).

- 9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- 1 they can get what ever they need or want for their restaurant.
- 2 They don't have to change there recipe to buy food

(Total for Question 9 = 4 marks)

- 9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- 1 people can write comments on the website to tell how good the food is
- 2 more people will come and eat the quality food.

(Total for Question 9 = 4 marks)

- 9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- 1 buy more quality meats from a butcher to ensure quality food
- 2 buy less food of a good standard instead of more food with a less quality of food.

(Total for Question 9 = 4 marks)



This was a common response (1 mark awarded).

9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- a reasons
- 1 because it's not perfect they know exactly what to change
  - 2 another reason is, because it's not then a guess is you're going wrong.

(Total for Question 9 = 4 marks)

This was a common response (2 marks awarded).

9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- 1 traceability in the food will insure them that it is top quality food.
- 2 Local food miles so food more fresh they can use local farmers and organic products and each restaurant.

(Total for Question 9 = 4 marks)

This was a high performing response (4 marks awarded).

9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

- 1 Consistency - the same food each time, correct produce + right amount ordered.
- 2 Product reliability - easily traceable, any cross-contaminants/possible allergenic contamination.

(Total for Question 9 = 4 marks)

**Q10**

**Targeted Specification Area: Learning Aim B.1**

This question asked learners to explain two ways customer experience can be improved by the introduction of customer service standards. This question was not answered well by the majority of learners. It was evident from responses that this part of the specification had not been taught or retained by learners. Learners focused on generic responses linked to customer service given and not on the "standards". Learners lost a lot of marks for one question this was worth four marks.

These were poor performing responses (0 mark awarded).

**10** The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1 by rehiring new staff to ensure better attitude towards the customers.

2 by rating the <sup>experience</sup> ~~experience~~ at the white gate and by taking on the complains will help the customers feel more happier.

**(Total for Question 10 = 4 marks)**

**10** The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1 They can be sent on courses to ensure that the customers are happy when serving food and drinks to the customer at all times.

2 They could be ~~with~~ accompanied by another member of staff for their first couple of days so they feel comfortable whilst working.

(Total for Question 10 = 4 marks)

**10** The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1 have a mystery shopper come in and see how the staff act and how good their service is.

2 They can learn how to properly greet and serve different types of customers in different situations.

(Total for Question 10 = 4 marks)

This was a common response (1 mark awarded).

10 The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1. Get better trained staff so there's less complaints about poor staff behaviour.

2. Get the staff better training for better money income for the business.

(Total for Question 10 = 4 marks)

This was a common response (2 marks awarded).

10 The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1. Staff should have a professional uniform and positive attitude. This will mean that the business will start to have a good reputation.

2. It can be improved by using customer service because they'll offer customers specific needs. ~~that they need~~

(Total for Question 10 = 4 marks)

10 The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1. making sure staff have the proper training and induction when they first start working. This will ensure they know the correct way of how to do things improving customer service
2. The staff could be monitored by the manager. This will make sure that staff are always giving good customer service and following correct procedure ~~to~~ to keep track of their progress manager

(Total for Question 10 = 4 marks)

**Q11**

**Targeted Specification Area: Learning Aim C.1**

This question asked learners to explain two benefits of having food delivered from a large distribution centre. The responses showed learners had identified answers correctly but they did not go on to give a valid explanation. This question did differentiate between the different levels of learners. The higher level learners gave detailed linked responses and the lower level learner gave lists that were not explained. Many wrong answers focused on carbon footprint, quality of the food being delivered and cheaper food being available as only one supplier is being used. These responses gained no marks.

It is advisable to remind centres again that all parts of the specification have to covered.

These were poor performing responses (0 mark awarded).

**11** Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1 He will have less food miles so that lowers his carbon footprint.

2 It will last him a long time ~~and then he can order another distribution~~, he won't have to worry about running out, like he would if he ordered small quantities.

(Total for Question 11 = 4 marks)

**11** Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1 Using one supplier could mean he trusts ~~the~~ the places goods ~~are~~ and knows they will give him good products etc.

2 getting the deliveries from the same place means ~~that~~ he is reducing his food miles / carbon footprint.

(Total for Question 11 = 4 marks)

These were common responses (1 mark awarded).

11 Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1. by ~~ordering~~ ordering a load of food at once will be less ~~stressful~~ stressful as he will have his stock for a month instead of ordering it every week. Also will be less money for Szymon.
2. for getting it delivered by one supplier will make him feel more safer as he knows the supplier will get his products delivered on the right day and in the same place, his restaurant

(Total for Question 11 = 4 marks)

11 Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1. If he buys all his goods from one person he will always have everything he needs in one delivery.
2. He may get the products at a cheaper price because he only uses one supplier.

(Total for Question 11 = 4 marks)

This was a common response (2 marks awarded).

**11** Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1 This way is good because he doesn't need to waste his time getting the goods himself.

2 This is also a good way because you won't run out of stock.

(Total for Question 11 = 4 marks)

**11** Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1 Szymon knows that the supplier is reliable meaning that he wouldn't have to worry about anything.

2 Szymon would manage his time wisely. Meaning that he doesn't have to go anywhere as the food is delivered to ~~the~~ directly to him.

(Total for Question 11 = 4 marks)



This was a high performing response (3 marks awarded).

11 Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1. His items are delivered straight to the restaurants he owns and he doesn't have to go collect anything which saves him time that he can then dedicate to growing his business.

2. Also from only ~~buying~~ buying from one supplier he knows that the prices are always the same and the quality doesn't change. Also he can receive a statement at the end of the month stating all his transactions.

(Total for Question 11 = 4 marks)

TOTAL FOR SECTION A = 30 MARKS

This means that the customer are not satisfied

Q12

Targeted Specification Area: Learning Aim A.2

This is the first question in Section B which starts with a scenario. All questions in this section are linked to this scenario.

This question was a straight forward recall question that most learners answered correctly. The answers were completely covered in the specification and questions similar to this have been asked in previous papers.

The learners have been taught this part of the specification and have retained this knowledge. Answers from the mark scheme were sole trader, partnership, franchise.

Some common seen incorrect responses are shown below.

These were poor performing responses (0 mark awarded).

Use the information about Top Marque to answer Questions 12 to 17.

12 Top Marque is a limited company.

State **two** other forms of business ownership.

1 Specialist event company

2 catering for events company

(Total for Question 12 = 2 marks)

Use the information about Top Marque to answer Questions 12 to 17.

12 Top Marque is a limited company.

State **two** other forms of business ownership.

1 Shares, people buy and invest in the company and become a share holder.

2

(Total for Question 12 = 2 marks)

These responses were common (1 mark rewarded).

12 Top Marque is a limited company.

State **two** other forms of business ownership.

1 Franchise - meaning a lot of one business is around and people buy the face of the business to get more profit

2 Family run business meaning all members of the business are from the same business.

(Total for Question 12 = 2 marks)

**Q13****Targeted Specification Area: Learning Aim C.1**

This question was not well answered by learners. It would appear that they had no understanding of "casual staff" that are known to a business and called upon to work at short notice. Learners' responses were linked to new staff or agency staff who will not be known to the business and how it operates. The word casual also elicited responses linked to badly dressed, not smart or untidy.

This was a poor performing response (0 marks awarded).

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

- 1 They may not have the ability.
  - 2 ~~There is a higher chance they could miss if compared to better staff~~  
They have to pay more and they don't have them <sup>permanently</sup> ~~permanently~~.
- (Total for Question 13 = 2 mark)

These examples show a common response (1 mark awarded).

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

- 1 they might not be able to attend the event that he needs them to do.
- 2 they might not always look presentable or well dressed.

(Total for Question 13 = 2 mark)

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

- 1 They might not always be able to work.
  - 2 they might not know what to do + how to do the thing that they have to do as there not <sup>full time</sup> ~~permanently~~.
- (Total for Question 13 = 2 mark)

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

1. Not permanent, may not have correct skills. waste top marquee's time, ~~may~~ be better if a recruitment company could do it for them.
2. may not be able to work days at last notice. so will only have a guaranteed 1 members of staff-

(Total for Question 13 = 2 mark)

These were high performing responses (2 marks awarded).

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

1. They may not be as comited to the company as the other members of Staff
2. They may not be as ~~traind~~ trained as the fulltime members of Staff

(Total for Question 13 = 2 mark)

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

1. ~~not~~ when needed they might not be available to work
2. They might not take their job seriously, because they are not fulltime ~~st~~ staff

(Total for Question 13 = 2 mark)

**Q14**

**Targeted Specification Area: Learning Aim C.1**

This question asked learners to explain one disadvantage of using disposable items for specialist events. Responses expected were linked to the business getting a bad reputation for using poor quality products, the disposable products projecting a poor image, affecting customer perception of the business and customer expectations not being met affecting customer loyalty.

This question preformed very badly on the test. It did however differentiate between the different levels of learners. The higher ability learners answered the question well and linked their response. The lower level learners only listed responses and did not go on to explain them. The answers that did not elicit any marks were linked to the environment and carbon footprint. Some learners discussed profit which is a repeat of the question in their responses.

This was a poor performing response (0 marks awarded).

14 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

It could be very expensive because they will have to keep replacing the items for each specialist event. This means they will not earn as much profits.

(Total for Question 14 = 2 marks)

14 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

one disadvantage is that it will cause ~~more~~ damage to the planet ~~their will be a big mess~~ to clean up, this is because <sup>when</sup> ~~sustains~~ the rubbish is thrown away the rubbish will not for years until it breaks down.

(Total for Question 14 = 2 marks)

These examples show a common response (1 mark awarded).

14 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

it wouldnt look proffessional and also people would drop it on the floor

(Total for Question 14 = 2 marks)

14 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

It can look unprofessional and they will have to keep replacing and paying for more items so once all items have been disposed, this is a last a money.

(Total for Question 14 = 2 marks)

This was a high performing response (2 marks awarded).

4 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

it may make the business look like it can not afford the basic essentials that are needed to run the business and shows poor quality presentation as it doesn't look very nice.

(Total for Question 14 = 2 marks)

**Q15**

**Targeted Specification Area: Learning Aim C.1**

Learners responded well to this question. It was set in the context of the scenario at the start of the second section. It builds upon the scenario asking learners to explain two benefits of a hospitality business training their own staff. The learners had to link their responses to the two identified benefits for full marks. This question was worth four marks.

Some learners only linked one response and few learners listed reasons. Examples are shown below.

This was a poor performing response (1 mark awarded).

15 Aliah and Faheem want all their staff to be silver service waiters. Silver service is a skilled method of food service that is used at formal events.

Aliah and Faheem want to train their staff themselves rather than use a separate training company.

Explain **two** benefits to Aliah and Faheem of training their staff themselves instead of using a separate training company.

1. It will save them money if they train them themselves.

2

(Total for Question 15 = 4 marks).

15 Aliah and Faheem want all their staff to be silver service waiters. Silver service is a skilled method of food service that is used at formal events.

Aliah and Faheem want to train their staff themselves rather than use a separate training company.

Explain **two** benefits to Aliah and Faheem of training their staff themselves instead of using a separate training company.

1 Don't have to pay a training company

2 It's more easier as it's their business

(Total for Question 15 = 4 marks).

This was a high performing response (4 marks awarded).

15 Aliah and Faheem want all their staff to be silver service waiters. Silver service is a skilled method of food service that is used at formal events.

Aliah and Faheem want to train their staff themselves rather than use a separate training company.

Explain **two** benefits to Aliah and Faheem of training their staff themselves instead of using a separate training company.

1 Don't have to pay a training company

2 It's more easier as it's their business

(Total for Question 15 = 4 marks).

**Q16**

**Targeted Specification Area: Learning Aim B.1**

This question followed on from the previous question asking learners to explain one advantage of using a checklist to monitor staff. The best seen responses linked the answer to the benefits to the company of using a checklist. The learners that responded incorrectly answered the question in the position of the staff and not the employer.

It is important to remind learners of the importance of reading the question correctly to ensure they respond as required to obtain marks.

This was a poor performing response (0 marks awarded).

**16** Aliah and Faheem want to monitor staff performance at each event using a checklist of quality and service standards.

Explain **one** advantage to Top Marque of using checklists to monitor staff.

So they are all on task and know what they are doing at all times.

(Total for Question 16 = 2 marks)

These examples show a common response (1 mark awarded).

**16** Aliah and Faheem want to monitor staff performance at each event using a checklist of quality and service standards.

Explain **one** advantage to Top Marque of using checklists to monitor staff.

One advantage is that Aliah and Faheem can see which of their staff are performing the worst.

(Total for Question 16 = 2 marks)

**16** Aliah and Faheem want to monitor staff performance at each event using a checklist of quality and service standards.

Explain **one** advantage to Top Marque of using checklists to monitor staff.

So they can see how they are progressing.

(Total for Question 16 = 2 marks)



This was a high performing response (2 marks awarded).

**16** Aliah and Faheem want to monitor staff performance at each event using a checklist of quality and service standards.

Explain **one** advantage to Top Marque of using checklists to monitor staff.

Using a checklist will allow them to see what their staff do well and what they need to improve on giving them clear guidelines on what they ~~are~~ need to do to make sure their customers get the best customer service possible.

(Total for Question 16 = 2 marks)

**Q17**

**Targeted Specification Area: Learning Aim B.1**

This question was the most challenging in the paper and was a long answer question worth eight marks. It is a discussion question allowing learners to apply their learnt knowledge from what has been taught to a given scenario. It is marked using three levels of ability differentiating and allowing all learners to achieve marks.

The majority of candidates gained marks in the Level 1 band. Learners would benefit from being reminded to re-read the scenario prior to attempting this extended writing question and make use of the reading time allowed on this paper. It may also be beneficial for some learners to note down key points they think will help to answer the question, prior to starting to write the answer.

Marks are not awarded for points or lists that learners write but for an answer which is well explained and demonstrated with a clear understanding of the unit content which is applied to the scenario.

The majority of answers missed the focus of the question listing generic points. Very little evaluation or analysis was seen.

The question below is a good example of a response that received no marks.

No relevant points are discussed and the main focus of the question has been missed. The response is repeating the question.

This was a poor performing response (0 mark awarded)

17 Aliah and Faheem are considering expanding their business further by opening a restaurant in the city centre.

Discuss the operational issues of opening a restaurant and how this could impact on Top Marque's success.

City  
Opening a shop in the centre  
could impact on Top Marque  
success as they might not  
get enough customers due to  
other bigger/well known business.  
Also they might not have  
somewhere to set up the business  
due to lots of other shops  
being stored there due to that  
this can put a negative  
effect on their and might  
even led to a shut down

(Total for Question 17 = 8 marks)

The question below only received a mark for the comment made about "trained staff" the rest of the response was not relevant to the question. This fell into the level one grade descriptors. "Parts were treated in isolation and relationships not explored".

This was a poor performing response (1 mark awarded).

17 Aliah and Faheem are considering expanding their business further by opening a restaurant in the city centre.

Discuss the operational issues of opening a restaurant and how this could impact on Top Marque's success.

This could impact on their success because they want their restaurant to be the best as they can get so it will make their business a success. They want to do it because they want to look at the restaurant and to see how good it is. Some of the issues are that it will take a long time to see how good they want their restaurant to look. Also there will be a lot of money that has to be put into all the work that needs doing. The issues of opening a restaurant is that there will be a big bill to pay and you will have to buy all the food or it can get delivered to the restaurant. It's the same with all the drinks. Also the restaurant needs some good trained staff to go and serve customers. This can be another success for them that the customers will increase and their restaurant will be a success.

(Total for Question 17 = 8 marks)

This question was a discussion response that fell into the level two grade descriptors, the subject matter has been broken down into a number of smaller parts, and some relation between points are explored.

This was a high performing response (6 marks awarded).

17 Aliah and Faheem are considering expanding their business further by opening a restaurant in the city centre.

Discuss the operational issues of opening a restaurant and how this could impact on Top Marque's success.

Aliah and Faheem would have to consider many things when opening a restaurant and the impacts it would have. Aliah and Faheem would have to think about the taxes and rent paid as well as thinking about employing more staff to provide a ~~good~~<sup>excellent</sup> service for the customers. Aliah and Faheem would have to consider the impact it may have when opening it in a city centre, whether they would get many customers, doing weekly stock checks and paying staff the right salary. This could have either huge success on Top Marque's success or could completely fail. They would have to think about the hygiene practices and the quality and service standards in order to meet the needs of the customers as well as the city centre.

## **Summary of performance on the paper**

In preparing for this external assessment, the following should be noted.

Learners should:

- Be aware that the whole specification for this unit can be covered by this exam. All learning aims and unit content need to be taught.
- Understand the command verb and know by the marks allocated that the word “explain” means the answer has to be expanded.
- Read the question carefully and not repeat the question in the answer as marks cannot be given for this.
- Understand the focus of the question and answer according to the context i.e. should it be answered from staff point of view or customer.
- Learners should be encouraged to respond to the extended answer questions and note down the information they know, even if they cannot construct an extended writing answer.
- This paper is allocated 15 minutes additional time for reading the questions, scenarios and contexts thoroughly before attempting to answer questions.  
Effective time management and the use of practice papers under exam conditions will support learners to improve exam technique.



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