

Examiners' Report/ Lead Examiner Feedback

June 2016

NQF BTEC Level 1/Level 2 Firsts in
Hospitality

Unit 1: Introducing the Hospitality
Industry (21541E)

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: www.pearson.com/uk

June 2016

Publications Code 21541E_ER

All the material in this publication is copyright

© Pearson Education Ltd 2015

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 fall back).

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.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

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.

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

Unit 1: Introducing the Hospitality Industry

June 2016

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	17	24	31	39

Introduction

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

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

Summary

The range of learner responses on this paper varied considerably and resulted in a wide spread of marks. The majority of learners offered responses to questions and all questions proved to be accessible to well-prepared learners. A minority of learners were selective over which questions they answered, which generated a number of blank responses.

Learners found some difficulty with the terminology used within the paper although the same terminology is used within the specification. For example, the term environmental was not understood well in this context as were the terms outsourced and free house.

Across this and previous 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 paper so all learning aims have to be taught. Learners need to have studied each aspect of the unit before taking this paper.

When learners are checking through their work they should check carefully that what they have written is what the question asked for. Learners sometimes failed to offer descriptions, explanations or discussions where the question asked them to do so, showing misunderstanding of the command verb in the question. This limited the marks they were able to be awarded since a number of questions required understanding of these requirements for higher marks to be awarded.

The extended answer question at the end of the paper was not answered well by a number of learners. Many responses included a repeat of previous questions and answers. Very few learners expanded points to gain higher marks in this question. Teachers should encourage learners to look at the level based grid in the mark scheme in preparation for these extension questions.

Successful learners:

- could read the questions carefully and answer the questions that were set.
- recalled questions from the specification.
- could list, expand and link responses.
- showed understanding of command verbs.

Less successful learners:

- failed to understand terms commonly used in the specification
- could not recall questions from the specification.
- were unable to expand on answers given.
- could not discuss and expand on answers on the long question question.

Q01

Targeted Specification Area: Learning Aim A.1

This multiple choice question required learners to identify two examples of services the hospitality industry provides. This required the same level of demand as previous multiple choice questions (requiring the learners to simply recall a part of the specification). This was not answered as well as expected with most learners only gaining one mark.

1 Providing food and beverages is an example of a service the hospitality industry provides.

Identify **two** other examples of services the hospitality industry provides.

- A Public house
- B Facilities management
- C Vending
- D Bed and breakfast
- E Swimming pool

Q02

Targeted Specification Area: Learning Aim C.1

This question was not answered as well as expected. Learners were asked to give one example of an environmental issue that affects the hospitality industry. Some learners did respond correctly but learners misunderstood the term environmental issues. This can be seen in the example below.

1 mark awarded

2 Give **one** example of an environmental issue that affects the hospitality industry.

Noise may cause people who are sleeping to be disturbed and annoyed

0 marks awarded

2 Give **one** example of an environmental issue that affects the hospitality industry.

~~quarry near a hotel or any type of hospital~~
When it's cold weather it could affect business e.g. ice cream business

Q03

Targeted Specification Area: Learning Aim A.1

This question was a multiple choice question that required the learners to identify two examples of events. Technically, this requires the same level of demand as previous multiple choice questions (requiring the learners to simply recall a part of the specification), this question was answered much better than the first multiple choice questions with most learners gaining 2 marks.

3 Events management is a growth area in the hospitality industry.

Identify **two** examples of events.

- A** Meetings
- B** Gym
- C** Exhibitions
- D** Free bar
- E** Room service

Q04

Targeted Specification Area: Learning Aim A.3

In this question, learners were required to give two ways a recruitment agency can help a hotel recruit new staff. This question differentiated learners well as the best responses gave two separate ways new staff can be recruited by an agency. Some learners however only gave one example or repeated part of the stem in their response.

2 marks awarded

4 A recruitment agency can help a hotel by finding new staff.

Give **two** other ways a recruitment agency can help a hotel to recruit new staff.

- 1 Start a online application so people can sign up for the job.
- 2 Letters to people who are looking for a job.

1 mark awarded

4 A recruitment agency can help a hotel by finding new staff.

Give **two** other ways a recruitment agency can help a hotel to recruit new staff.

1 Put Posters UP around Citys

2 Put it on TV so People at home can see it.

0 marks awarded

4 A recruitment agency can help a hotel by finding new staff.

Give **two** other ways a recruitment agency can help a hotel to recruit new staff.

1 Star hotel rating

2 Check ~~the~~ list.

Q05

Targeted Specification Area: Learning Aim A.1

This was a well answered question with most learners able to give two types of hospitality businesses that offer accommodation. Most learners understood this question as seen in the responses and marks awarded. This part of the specification has been covered in detail by centres.

2 marks awarded

5 A budget hotel is an example of a hospitality business that offers accommodation for paying guests.

State **two** other types of hospitality business that offer accommodation in the hospitality industry.

1 Bed and Breakfast

2 Hotel.

Hostel.

1 mark awarded

- 5 A budget hotel is an example of a hospitality business that offers accommodation for paying guests.

State **two** other types of hospitality business that offer accommodation in the hospitality industry.

1 Nightclub

2 Café Bed and Breakfast

Q06a

Targeted Specification Area: Learning Aim B.1

Across both a & b within question 6 the learners performed well. They were tested on standards and quality in hotels in the first part of the question and had to give two ways that this can be maintained by reception staff. This question required learners to simply recall part of the specification.

Most learners were able to give two ways that standards are maintained with only a few giving one way. A few learners gave no correct response showing a lack of understanding of the question.

2 marks awarded

- 6 Maintaining standards and quality is important in order to attract customers to hotels.

(a) Give **two** ways that reception staff can maintain standards and quality in hotels.

(2)

- 1 Ensuring that they always speak to customers in a polite and courteous manner
- 2 Ensuring that they dress correctly to give the right appearance.

1 mark awarded

6 Maintaining standards and quality is important in order to attract customers to hotels.

(a) Give **two** ways that reception staff can maintain standards and quality in hotels.

(2)

1 be welcome.

2 ~~If you have something~~ give them notes or booklet poster.

0 marks awarded

6 Maintaining standards and quality is important in order to attract customers to hotels.

(a) Give **two** ways that reception staff can maintain standards and quality in hotels.

(2)

1 posters

2 notebooks

Q06b

Targeted Specification Area: Learning Aim B.1

This question tested operational processes with compliance to health and safety. Learners performed well showing they understood the question and the importance of maintaining high standards of health and safety in a hotel.

2 marks awarded

(b) Give **two** reasons why it is important to maintain high standards of health and safety in a hotel.

(2)

1 To ensure a business won't get any bad reviews of the business meaning less customers will want to come to their hotel.

2 Ensure that everyone is in a safe environment and no-one gets hurt causing the business to pay more money for damage and some costs having to pay fines or go to court.

1 mark awarded

(b) Give **two** reasons why it is important to maintain high standards of health and safety in a hotel.

- (2)
- 1 ~~Fire there is~~ if there was a fire they will need to know where to go.
 - 2 check if the room is ~~safely~~ safe.

Q07

Targeted Specification Area: Learning Aim A.1

This question was designed to test a specific part of the unit which is currently topical. The responses seen were mixed across the mark range.

The learners were asked to give two actions that a café could take to respond to an increase in the minimum wage.

2 marks awarded

7 An increase in the minimum wage will result in a higher wage bill for a hospitality business.

Give **two** actions that a small café could take to respond to this increase.

- 1 They could increase the price of their products to make sure they make a profit.
- 2 They could also decrease the un-needed staff.

1 mark awarded

7 An increase in the minimum wage will result in a higher wage bill for a hospitality business.

Give **two** actions that a small café could take to respond to this increase.

- 1 Sell coffee and tea at a higher price to make more money.
- 2 use better quality tea and coffee so more people will drink it.

0 marks awarded

- 7 An increase in the minimum wage will result in a higher wage bill for a hospitality business.

Give **two** actions that a small café could take to respond to this increase.

- 1 So they can get more money for there business
- 2 So they can get more people coming in.

Q08

Targeted Specification Area: Learning Aim A.2

This question did not perform as expected. It was from the specification and the large amount of incorrect responses clearly show that learners did not understand the term "outsourced". This reinforces the requirement for learners to cover all aspects of the unit before attempting this paper.

2 marks awarded

- 8 Tempest Engineering Company has a staff canteen that is outsourced to a large contract catering company.

Give **two** advantages for Tempest Engineering of outsourcing its staff canteen.

- 1 Cheaper to buy because they dont need to buy food for the kitchen
- 2 dont need to pay their own staff

1 mark awarded

- 8 Tempest Engineering Company has a staff canteen that is outsourced to a large contract catering company.

Give **two** advantages for Tempest Engineering of outsourcing its staff canteen.

- 1 It would be choaper because they wouldn't have to hire cooks to prepare the food.
- 2 It is quicker as they have the food deliveired to them.

0 marks awarded

- 8 Tempest Engineering Company has a staff canteen that is outsourced to a large contract catering company.

Give **two** advantages for Tempest Engineering of outsourcing its staff canteen.

1 They will make more profit as its large.

2 staff will feel comfortable, they will get popular.

Q09

Targeted Specification Area: Learning Aim A.1

This question also did not perform as expected with responses given clearly showing that the learners did not understand the term "free house". The question content is covered in the unit specification under types of hospitality businesses- public houses. Many learners were confused by the term "free house" and may not have covered this part of the specification.

This question increases the demand level further and requires (for the first time in the paper) learners to "explain" in their answer or to link their point to the context of the business benefits of owning a free house.

4 marks awarded

- 9 John owns the Red Lion public house. The Red Lion is a free house.

Explain **two** business benefits for John in owning a free house.

1 John can use any supplier he wants to choose, he doesn't have to choose products supplied by only one brewery.

2 John can make his own changes and decisions. He does not need to consult with anyone before his changes are made.

1 mark awarded

9 John owns the Red Lion public house. The Red Lion is a free house.

Explain **two** business benefits for John in owning a free house.

1 You're free to do whatever you want.

2 John can sell whatever he wants to the customers.

0 marks awarded

9 John owns the Red Lion public house. The Red Lion is a free house.

Explain **two** business benefits for John in owning a free house.

1 More people are likely to come to a free house, and use the facilities, as it's cheaper.

2 He will be making more profit, as there will be a lot of people coming in, and trying new places.

Q10

Targeted Specification Area: Learning Aim B.1

This question required learners to explain two advantages of using a mystery customer to check service standards. Most learners responded well to this question and the increased demand of this question added the range of responses seen. This question differentiated between learners who could explain one advantage and those who could explain two.

4 marks awarded

10 A new chain of Chinese restaurants has had some poor feedback on its website about service standards. The restaurant chain wants to investigate its service standards. It is going to employ a mystery customer to have meals in some of the restaurants.

Explain **two** advantages for the restaurant chain of using a mystery customer to check service standards.

1 The business is able to check their standards anonymously therefore it is an accurate representation of their service.

2 It will get a detailed analysis of their service so they would know which area of business to improve.

3 marks awarded

10 A new chain of Chinese restaurants has had some poor feedback on its website about service standards. The restaurant chain wants to investigate its service standards. It is going to employ a mystery customer to have meals in some of the restaurants.

Explain **two** advantages for the restaurant chain of using a mystery customer to check service standards.

1 Because, this means they are undercover meaning they will then find out ~~the~~ the truth about the level of the Service Standards..

2 The problem could be dealt with much quicker, whereas if they ~~knew~~ knew some inspector was coming they would of been more prepared and nothing wouldn't have been done.

0 marks awarded

10 A new chain of Chinese restaurants has had some poor feedback on its website about service standards. The restaurant chain wants to investigate its service standards. It is going to employ a mystery customer to have meals in some of the restaurants.

Explain **two** advantages for the restaurant chain of using a mystery customer to check service standards.

- 1 They will ~~keep~~ be keeping the customers safe by making sure there's no health risks. This helps get an overall impression of the restaurant.
- 2 If their standards are low then they could help shut down the restaurant

Q11

Targeted Specification Area: Learning Aim C.1

This question was testing a specific area of the specification that covers technology.

In this question learners were asked to "explain." In questions with this command verb, the format is learners receive a mark for identifying up to two points (one mark for each point) and a further mark if either or both points can be explained or linked to the subject (one mark for each explanation). This question started with scenario to help the learners understand the context of the question being asked. Very few learners were able to expand on their response to explain the disadvantage of buying and setting up new technology. Learners also had difficulty explaining two reasons to gain full marks for this question.

2 marks awarded

11 Peter owns The Royal Mill Hotel. The hotel is a small rural hotel with eight staff. Peter wants to attract more business customers, so he is going to buy and set up state of the art technology.

One disadvantage for Peter will be the cost of setting up the new technology.

Explain **two** other disadvantages for Peter of buying and setting up new technology.

- 1 Peter would have to pay someone to maintain ~~check~~ the technology and make sure its working.
- 2 This may put more mature customers off as they may struggle to understand and work the technology.

1 mark awarded

11 Peter owns The Royal Mill Hotel. The hotel is a small rural hotel with eight staff. Peter wants to attract more business customers, so he is going to buy and set up state of the art technology.

One disadvantage for Peter will be the cost of setting up the new technology.

Explain **two** other disadvantages for Peter of buying and setting up new technology.

1 Not many people will know about it because he is based in a rural area

2 Once he has bought - if people do not stay then he is going to lose money.

0 mark awarded

11 Peter owns The Royal Mill Hotel. The hotel is a small rural hotel with eight staff. Peter wants to attract more business customers, so he is going to buy and set up state of the art technology.

One disadvantage for Peter will be the cost of setting up the new technology.

Explain **two** other disadvantages for Peter of buying and setting up new technology.

1 If it breaks it's very expensive to fix it.

2 It's pretty expensive to set it all up.

Q12

Targeted Specification Area: Learning Aim B.1

This question required learners to explain two ways improved training programmes could help a business keep staff. This question did not perform as well as expected with few learners explaining two ways and most learners only explaining one way improved training programmes could help a business keep staff. Some learners responded completely wrong showing that they had misunderstood the meaning of the question.

1 mark awarded

12 British Burgers is a chain of fast food restaurants. The restaurant chain has high levels of staff leaving. It is planning to improve the training programme for all new staff.

Explain **two** ways the improved training programme could help the business to keep staff.

1. A lot of staff can learn to do different things therefore improve the business.

2. This could make the business run a lot faster, which means the customers will want to come back again.

0 marks awarded

12 British Burgers is a chain of fast food restaurants. The restaurant chain has high levels of staff leaving. It is planning to improve the training programme for all new staff.

Explain **two** ways the improved training programme could help the business to keep staff.

1. if the staff are better trained at their job then they will get good reviews so more customers

2. the business will become known as high end if they are trained enough

Q13

Targeted Specification Area: Learning Aim C.1

This question performed as expected in the question paper. It was the first question in part B and was a straightforward recall from the specification. It tested a popular subject with learners and most learners gained full marks.

3 marks awarded

13 The restaurant is going to use technology to promote the relaunch of the new menu.

Give **three** ways the restaurant can use technology to market the new menu.

- 1 The restaurant could market the new menu on their website if they have one.
- 2 Social media marketing, facebook, twitter advertising.
- 3 photos of the new dishes ~~of~~ on the menu.

Q14

Targeted Specification Area: Learning Aim B.1

This question was well answered, with most learners giving two disadvantages of using a specialist supplier rather than a current wholesaler. This question is covered in the specification under operational processes and the subject has been taught well by centres and understood by learners.

2 marks awarded

14 The Roma restaurant buys most of its goods from a large wholesaler. Now it wants to use a specialist supplier to supply authentic Italian ingredients for the dishes on the new menu.

Give **two** disadvantages for the restaurant of using a specialist supplier rather than the current wholesaler.

- 1 There isn't a variety of options from the specialist supplier and it may not be reliable
- 2 Usually expensive to buy there unlike a wholesaler.

1 mark awarded

14 The Roma restaurant buys most of its goods from a large wholesaler. Now it wants to use a specialist supplier to supply authentic Italian ingredients for the dishes on the new menu.

Give **two** disadvantages for the restaurant of using a specialist supplier rather than the current wholesaler.

1 they can't buy in bulk like they can with a wholesaler.

2 can't go and buy it when they need it.

Q15

Targeted Specification Area: Learning Aim A.1

This question performed well on the paper with learners showing a clear understanding of why staff have to know a lot about dishes on a new menu. Most learners were able to give two reasons.

2 marks awarded

15 It is important that the Roma restaurant staff know a lot about the dishes on the new menu.

Give **two** reasons why this is important.

1 Because the staff might ~~know~~ ask questions about the food, like where it is originated from or what goes best with it.

2 Because the staff will have to know what is in each dish as a customer might be allergic or vegetarian.

1 mark awarded

15 It is important that the Roma restaurant staff know a lot about the dishes on the new menu.

Give **two** reasons why this is important.

1. Reduces the amount of allergies that takes place. (Prevent allergic reaction from happening.)

2. The customers might be unhappy and the restaurant is unprofessional.

Q16a

Targeted Specification Area: Learning Aim A.1

This question performed as expected in this paper. In this question, learners were asked to explain one reason why it is important a restaurant considers competitor activity when pricing a menu. Most learners were able give one reason and explain this reason gaining full marks for the question. This question covers "issues and trends-pricing" from the specification and the responses seen show that learners have an understanding of this part of the unit.

2 marks awarded

16 Pricing is a key factor in determining success in the hospitality industry. Giuseppe and Gina have decided to examine the menus and offers provided by other restaurants in the local area before pricing their menu.

(a) Explain **one** reason why it is important that the Roma restaurant considers competitor activity when pricing the menu.

(2)

Because the Customers might think its too expensive therefore they won't go to there restaurant, they will go somewhere that is cheaper and still does nice food.

16 Pricing is a key factor in determining success in the hospitality industry. Giuseppe and Gina have decided to examine the menus and offers provided by other restaurants in the local area before pricing their menu.

(a) Explain **one** reason why it is important that the Roma restaurant considers competitor activity when pricing the menu.

(2)

So customers can distinguish prices from other restaurants. They are not going to buy food if it is too expensive compared to other hotels. Good pricing attracts more customers.

- If equipment ~~and~~ are not taken care of appropriately this ~~can~~ means money is spent on more equipment to run the business, ~~or~~ but it also means that money is lost, so equipment should be taken good care of in a responsible way. Cleaning product should be used in small quantities as they cost a lot, this could save a high amount of money.

5 marks awarded

The new head chef's dishes are proving to be popular. The number of customers has increased, the feedback on the food is excellent and the menu has been priced correctly. Despite this the restaurant has noticed that the profit level has unexpectedly dropped.

(b) Discuss the possible reasons for the drop in profit at Roma.

(8)
~~A~~ A drop in profit could be buying too much extra food and having to throw it away. By doing this you are losing money so can't get profit.

Also wastage in foods by not recycling leftovers can drop profit levels. They can turn organic waste into green fertilizer. This keeps the customers happy too.

Another reason for the drop in profit is ~~to~~ stop pilferage. To stop this you can install CCTV cameras and ~~control~~ portion control. By controlling portions you are decreasing the chances of waste. By leaving expensive items behind counter you are reducing the risk of theft therefore ~~profit~~. However if you don't do this you run the risk of losing money.

2 marks awarded

The new head chef's dishes are proving to be popular. The number of customers has increased, the feedback on the food is excellent and the menu has been priced correctly. Despite this the restaurant has noticed that the profit level has unexpectedly dropped.

(b) Discuss the possible reasons for the drop in profit at Roma.

(8)

~~Firstly they may not have thought through wisely.~~

Firstly I think the possible reason why the profit dropped is because the more people came they introduced a lot more people which is good however because they kept coming all the time the menus might have not been changed and got boring boring for the customers, (having same meals) ~~because~~ NO change in menu.

There might have not been enough staff because of the large amount of people coming so customers gave negative feedback because of waiting so long.

They have been spending money on unnecessary things

No free parking for customers to come.

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.
- if a question asks for two responses learners should be encouraged to give two answers.
- understand the command verb and know by the marks allocated that the word "explain" means the response has to be expanded and linked to the answer.
- 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 written answer.
- be aware that 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.

For more information on Edexcel qualifications, please visit
www.edexcel.com/quals

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

