



# Mark Scheme (Post-standardisation)

June 2016

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1 (21541): Introducing the  
Hospitality Industry

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Question Number	Answer	Mark
1	B Facilities management C Vending	(2)

Question Number	Answer	Mark
2	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"> <li>• Recycling</li> <li>• Noise</li> <li>• Waste</li> <li>• Pollution/Carbon footprint</li> <li>• Increasing use of renewable energy</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
3	Award <b>one</b> mark for each correct answer, maximum of <b>two</b> marks.  A Meetings and conferences C Exhibitions	(2)

Question Number	Answer	Mark
4	Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks. <ul style="list-style-type: none"> <li>• Prescreening</li> <li>• Recruitment campaigns/Web recruitment</li> <li>• Marketing/Advertise</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
5	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• 1 star to 5 star hotels</li> <li>• Bed and breakfast accommodation</li> <li>• Hostels</li> <li>• Halls of residence</li> </ul> <p>Do not accept brands/names of hotels/hotel chains as correct answers.</p> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
6a	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Appropriate and clean personal presentation</li> <li>• Adherence to dress code</li> <li>• Use of appropriate communication skills and appropriate language with customers and colleagues</li> <li>• Effective timekeeping</li> <li>• Professional behaviour and conduct with customers and colleagues</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
6b	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Preventing accidents/Ensuring safe environment for customers/staff</li> <li>• Legal requirement</li> <li>• Prevent possible prosecution, fines, compensation</li> <li>• Reputation</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Increase prices</li> <li>• Reduce staff numbers</li> <li>• Cut staff hours</li> <li>• Reduce opening hours</li> <li>• Change products</li> <li>• Reducing overheads</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Services provided at a pre-determined cost</li> <li>• Contractor deals with all staffing issues</li> <li>• Contractor provides expertise</li> <li>• Tempest Engineering can concentrate on its main business</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for explaining the purchasing and a further one <b>mark</b> for an explanation of the benefits, up to a maximum of <b>two</b> marks each.</p> <p>Free to purchase drinks from wherever he likes (1) so he can negotiate the best deals (1)</p> <p>He owns the business outright (1) so he can retain all the profits (1)</p> <p>Owens premises/building (1) property generally holds value/increases/a worthwhile capital investment (1)</p> <p>Can develop own food offer (1) because food can have high profit margin (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
10	<p>Award <b>one</b> mark for providing an advantage and a further one mark for an explanation, up to a maximum of <b>two</b> marks each.</p> <p>Can provide impartial/independent feedback to get an accurate picture of problems (1)  Staff and some customers may have biased viewpoints when providing feedback (1)</p> <p>Trained in observing and making judgments (1)  Can provide clear feedback on problem areas and advice on improvement (1)</p> <p>Evaluate customer experience/standards through the eyes of customers (1)  Can use this to identify areas of staff weakness/training needs(1)</p> <p>Will provide comparative data of the service provided in different outlets (1)  Enables areas of good and bad practice to be evaluated and good practice implemented in all outlets (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for providing a suitable reason for each and a further <b>one</b> mark for an explanation, up to a maximum of <b>two</b> marks each.</p> <p>May not have sufficient space/resources to accommodate enough business. (1) Peter may not recover his investment in the technology (1)</p> <p>May not be a large demand for these facilities in a rural location. (1) Peter could be trying to attract the wrong customer base (1)</p> <p>Constantly changing/Range of technology. (1)  Once installed, ongoing investment to update system and equipment will be required and the business may not be able to sustain the costs (1)</p> <p>Limited number of staff employed who may lack technical expertise. (1) Customer expectations may then not be met since business customers</p>	

	would expect support from the hotel (1) <b>Accept any other appropriate response.</b>	(4)
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Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for providing a suitable advantage for each and a further <b>one</b> mark for an explanation, up to a maximum of <b>two</b> marks each.</p> <p>Higher staff morale (1) as staff feel more valued due to the investment in training (1)</p> <p>Stress levels are reduced/Staff confidence increases (1) as staff know how to perform required tasks to company standards (1)</p> <p>Staff gain additional skills (1) to improve their promotional prospects which can be transferred into another role (1)</p> <p>Staff feel safe in the workplace/Reduced accidents (1) as they have improved knowledge of health and safety and food hygiene legislation (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
13	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>three</b> marks.</p> <ul style="list-style-type: none"> <li>• Internet</li> <li>• Web development/site</li> <li>• Telephony</li> <li>• Social media e.g. Facebook, etc.</li> <li>• Email</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(3)

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• May be more expensive than current supplier.</li> <li>• May not be able to supply goods in bulk.</li> <li>• May not have a wide range of products.</li> <li>• May not be able to maintain a consistent supply of the required products.</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
15	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Providing accurate information to customers</li> <li>• Legal requirement in relation to allergies</li> <li>• Meeting religious beliefs</li> <li>• Dietary requirements of customers</li> <li>• Selling dishes/Upselling</li> <li>• Meeting customer expectations</li> <li>• Inform staff how to prepare, cook and present meals</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)



Question Number	Answer	Mark
16a	<p>Award <b>one</b> mark for providing a suitable reason and a further one mark for an explanation, up to a maximum of <b>two</b> marks.</p> <p>Positioning of restaurant in the market (1) to ensure products/services meet the needs of the target market (1)</p> <p>Pricing can affect customer perceptions (1) if customers perceive that prices are too high/could lose customers/menu offer would have to be better quality than competitors/too low could lose money as could be perceived as a cheap/poor class restaurant (1)</p> <p>Compare/Examine special offers (1) consider whether similar offers would attract more business or lower profit/to remain competitive within the market (1)</p> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Indicative content	Mark
16b	<p>Responses may include the following.</p> <p>Pilferage The new chef is not checking the stock or monitoring the staff and stock is being taken, increasing the costs.</p> <p>Waste Stock is not being checked/rotated and is out of date/poor quality and being thrown away. Overproduction leading to waste and excess food thrown away. Food past use-by date being thrown away.</p> <p>Sales/product mix Dishes purchased by customers may be lower profit items, thereby lowering overall profit.</p> <p>Lack of portion control Portion sizes are not being controlled, increasing the cost of individual items.</p> <p>Lack of staff training/monitoring Failing to ensure procedures are carried out correctly/staff unaware of procedures.</p> <p>Increased overheads Wear and tear of equipment</p>	

	<p>Cleaning products</p> <p>Wages Skilled staff demand higher wages/new menu has resulted in increase in staffing to prepare and cook authentic dishes. Popularity has led to increased staffing levels in the restaurant.</p> <p>Utility bills Greater use of cooking equipment/increased cooking times resulting in increased energy bills.</p> <p>Discounts Vouchers Offers/Incentives</p> <p><b>Accept any other valid responses.</b></p>	(8)
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Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	<p>A few factors identified <b>or</b> one factor described in limited detail.</p> <p>The answer is likely to be in the form of a list.</p> <p>Factors identified will be superficial/generic.</p> <p>Examples are not always relevant to the given context.</p>
2 4-6 marks	<p>One or more factors clearly described.</p> <p>Most of the factors will be relevant to the given context but the link will not always be clear.</p> <p>Most of the examples will be relevant to the given context.</p>
3 7-8 marks	<p>Range of factors described <b>or</b> a few factors explained in depth.</p> <p>The answer will be coherent and will have broken down some of the complex issues into intelligible parts.</p> <p>The majority of factors will be relevant and presented in a logical order.</p> <p>The examples will be relevant to the given context and will fully support the analysis.</p>

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