

Examiners' Report/ Lead Examiner Feedback

January 2017

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 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

January 2017

Grade	Unclassified	Level 1	Level 2				
Grade	Uliciassilleu	Pass	Pass	Merit	Distinction		
Boundary Mark	0	14	22	30	38		

Introduction

This report for January 2017 has been written to help you understand how learners have performed 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 were awarded different marks. These should provide additional guidance.

We hope this will help you prepare your learners for future external assessments.

Summary

This is the sixth external assessment taken by learners for this unit. Pleasingly, we have seen an improvement in the performance of learners in this January 2017 series. Teachers have become more used to the types of questions that are used and are, on the whole, preparing learners well for this externally tested unit. This is evident in a number of previously tested areas of the specifaction that have shown an improvement in the way learners have responded.

Across a range of scripts, there are still elements of the specification that have not been taught thoroughly and/or not retained by some learners. Teachers are reminded that the entire specification is in the range for this external assessment so all learning aims have to be taught. Learners need to have studied each aspect of the unit before taking this assessment.

There was an improvement in performance where learners were able to respond to the higher demand questions well, by providing correct points and successfully linking their responses to the context of the questions. This could be seen with the responses given at the start of the paper with many learners expanding on their responses. This is particularly important for learners to be able to do when questions ask learners to "explain" something where two marks are possible for each part of the answer and learners only listed points. Across a range of scripts, there was a mixed level of performance seen at merit and distiction. Teachers should encourage learners to give two different responses if required in a question and expand on both responses to gain full marks.

For example, it was noted that some learners did not comprehend key words in some questions. The language, terms and phases used in the specification and tested in the questions were not understood by all learners. Their answers were a repeat of the question or prior questions and this could not be awarded.

The extended answer question at the end of the paper was not answered well by a number of learners. Many responses seen were not relevant to the question asked. Very few learners expanded on points made in this question which would have given extra marks. 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 A1 Hotels

This item was a multiple choice question that required the learners to identify one symbol used by hotels to show their ratings. This required the same level of demand as previous multiple choice items (requiring the learners to simply recall a part of the specification). This was answered as well as expected with most learners gaining one mark. This part of the specification has been tested before as a short written response.

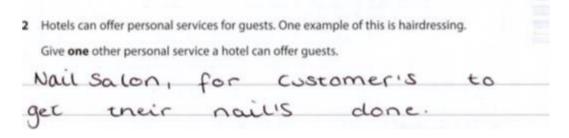
This response was awarded 1 mark.

1	Ider	ntify	the symbol used by hotels to show their rating?	
	×	Α	Pennants	
	×	В	Roses	
	\times	c	Stars	
	×	D	Flags	

Q02 Targeted Specification Area: Learning Aim A3 Support personal services

This item was answered well by learners. Learners had to give an example of a personal service hotels can offer guests. Learners understood the context of the question for the first time since this term has been tested. Most learners gained one mark. Answers given were, spa treatment and massage with no risqué responses seen.

This response was awarded 1 mark.



This response was awarded 0 marks.

2	Hote	ls can o	offer pers	onal s	services	for guests.	One ex	ample of	this is ha	irdres	sing.	
	Give	one of	her perso	onal s	ervice a	hotel can o	offer gu	ests.				
-	They	Con	06597	O-	bur	within	uha.	hus	hotel	80	cusionas	(D
	SOL	cuch	oric h	PARK	2005.							

Q03 Targeted Specification Area: Learning Aim B1 Documents used in the purchasing cycle

This item was a multiple choice question that required learners to identify two documents used in a purchasing cycle. Most learners understood the terminology and gained two marks. This shows that learners have been taught this part of the specification by centres.

This response was awarded 2 marks.

3	Ide	ntify	two documents used in the purchasing cycle.	
	X	A	Invoice	
		В	Stock list	
	×	c	Waste book	
	X	D	Credit note	
		E	Risk assessment	

This response was awarded 1 mark.

3	Identify	two documents	used in the	purchasing cycle.
---	----------	---------------	-------------	-------------------

- A Invoice
- B Stock list
- C Waste book
- D Credit note
- E Risk assessment

Q4 Targeted Specification Area: Learning Aim C1 Factors determining business success

This item required learners to give one factor that can help business success in the hospitality industry. Most learners gained one mark. Some learners gave a detailed explanation of their responses. Staff treating customers badly, being rude, taking too long to take orders were common responses and accredited under customer service.

This response was awarded 1 mark.

4 One factor that helps business success in the hospitality industry is pricing.

Give one other factor that can help business success in the hospitality industry.

The way the busniess access in the hospitality industry.

Product / Service

This response was awarded 0 marks.

4 One factor that helps business success in the hospitality industry is pricing.
Give one other factor that can help business success in the hospitality industry.

Another factor is the they are Salling

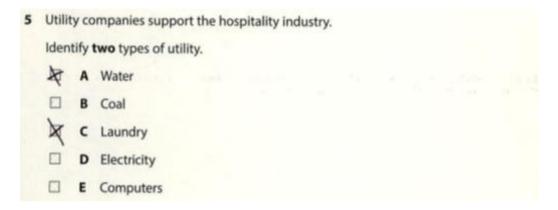
Q05 Targeted Specification Area: Learning Aim A3 Utilities

Learners were asked to identify two types of utilities. While technically this requires the same level of demand as previous multiple choice items (requiring the learners to recall a part of the specification), this item was not answered as well as the first multiple choice question with most learners gaining 1 mark. This showed a limited understanding of the term "utility".

This response was awarded 2 marks.

5	Utilit	ty co	ompanies support the hospitality industry.
	Iden	tify t	two types of utility.
	×	Α	Water
	*	В	Coal
	×	c	Laundry
	\bowtie	D	Electricity
	×	E	Computers

This response was awarded 1 mark.



Q06 Targeted Specification Area: Learning Aim A1 Restaurants

This item was a multiple choice question that required the learners to identify two types of restaurants. Learners responded well to this item gaining two marks. This item required the learners to simply recall part of the specification. A few learners gave no correct response showing no understanding of the question.

This response was awarded 2 marks.

6	Iden	tify	two types of restaurant.	
	×	A	Café	
	R	В	Fine dining	
		c	Exhibition	
		D	Spa	
		E	Conference	

Q07 Targeted Specification Area: Learning Aim Managing cost controlling gross profit

This item tested factors that can affect gross profit. Responses showed that most learners understood the question. The marks seen were split between one and two marks with few learners gaining no marks. Some responses seen by learners showed no understanding of the term "pilfering" as this was given as a response.

This response was awarded 2 marks.

7	Stealing is one factor that can affect the gross profit of a hospitality business.
	Give two other factors that can affect the gross profit of a hospitality business.
1	is there is so portion contact us Pertions may be los big
-	Which means stock is wasted as well as morey.
2	about under avoissed stags as very do not brow what vere is
	s otherw and can make customes enjoying back, which nears
m	rey Lost - As diccounts usually creek &r (Total for Question 7 = 2 marks)

This response was awarded 1 mark.

7	Stealing is on	e factor that can affect the gross profit of a hospitality business.
	Give two oth	er factors that can affect the gross profit of a hospitality business.
1_	None	high Standards.
2	mtrop	essinal shift.
Q	08 Target	ed Specification Area: Learning Aim A2 Business ship franchises

This question was designed to test a particular term from the specification "franchise". A few learners responded to this question as expected. Responses showed a split between learners who understood the term gaining two marks and those who did not, gaining no marks. Common incorrect responses seen by learners were, more money /profit would be made and someone else would run the business so you can take time off.

This response was awarded 2 marks.

8	Hannah is plann	ing to invest in a b	ourger bar fra	nchise.			
		ages of having a f				laro	P
1.	Franchise	2 0	re	ofter	Λ	to	e and
5	1190	known,	this	equals	90	kented	income
2	Many	differ	ent	people	w	ock 1	nithin
6	he for	undrise	mean	ing m	ore i	deas.	

This response was awarded 1 mark.

8 Hannah is planning to invest in a burger bar franchise.

Give two advantages of having a franchise.

1 That is business said the is not all to blane for it and is not respectively to pay debt as she only paymorally and it.

2 There is tone people to recove people to help to mediate described des decidions about business so they have more help to impreve business.

This response was awarded 0 marks.

8 Hannah is planning to invest in a burger bar franchise.

Give two advantages of having a franchise.

1 Your Duisness will be shored with whother business

Q09 Targeted Specification Area: Learning Aim B1 Controlling staff induction

This question aimed to test learners' understanding of what should be included in an induction programme for new staff. This item performed well with most learners gaining two marks. Some learners provided detailed reasons behind their responses showing understanding. Common correct responses were uniform/dress code, health and safety rules and customer service requirements.

This response was awarded 2 marks awarded.

9	Davina is the new staff.	new manager	of Bar Red. S	he is writing	an induction	programme	for	
1.	Give two exar	00	mpar	4	pro	to cor	t	he
6	sex	Sto		Red			m a	
2	ind	The	hox			Staff 24'VI		work

This response was awarded 1 mark.

Davina is the new manager of Bar Red. She is writing an induction programme for new staff.

Give two examples of what she should include in this programme.

1 The Ghorusa include a sink country electrics and sincerial country.

The sink so paret how what trustifications qualifications are road.

2 The Shorusa include wheat the single-ser is beobing for they in Glass to clearly show what the signal in new stass.

Q10 Targeted Specification Area: Learning Aim A3 Support telecommunications

This item was expected to do well with learners being asked to give two examples of an internal communication system. Most learners only gained one mark for this question. Common incorrect responses seen were linked to hardware and verbal communication.

This response was awarded 2 marks.

10 Hotels <u>need good internal communication systems</u> so they can meet customer requests quickly.

Give two examples of an internal communication system.

1 email - If they have information they need to enow they come just email them.

2 text message - If they have their numbers the hotel could just text it them in second of causing them or making them (Total for Question 10 = 2 marks) come to the note!

This response was awarded 0 marks. Hotels need good internal communication systems so they can meet customer requests quickly. Give two examples of an internal communication system.	nis response was awarded 0 marks. Hotels need good internal communication systems so they can meet customer requests quickly. Give two examples of an internal communication system.	nis response was awarded 0 marks. Hotels need good internal communication systems so they can meet customer requests quickly.	
This response was awarded 0 marks. 10 Hotels need good internal communication systems so they can meet customer requests quickly. Give two examples of an internal communication system.	nis response was awarded 0 marks. Hotels need good internal communication systems so they can meet customer requests quickly. Give two examples of an internal communication system.	nis response was awarded 0 marks. Hotels need good internal communication systems so they can meet customer requests quickly.	A-102411111
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Give two examples of an internal communication system. Team work	Give two examples of an internal communication system. Team work	requests quickly.	
Team work	Teamwork	Give two examples of an internal communication system.	
Team work	Teamwork		
Leadership	Leadership	Team work	
		Leadership	

Q11 Targeted Specification Area: Learning Aim A3 Technology computerised till systems

This item required learners to explain two ways a computerised till system could help the hotel increase profits from its bar. This item increases the demand level further and required learners to "explain" in their answer or to link their point to the context of the question. Some learners only explained one way. The responses seen showed little understanding of the benefits of a computerised till. Common wrong responses were linked to improving the appearance of the hotel.

This response was awarded 4 marks.

11 The Blue Baboon Hotel wants to increase the profits from its bar. The hotel is planning to use a computerised till system.

Explain **two** ways that using a computerised till system could help the hotel increase profits from its bar.

- adds VAT so you don't have to work it out and get the incorrect price.
- 2 It keeps a track of a purchases so you can keep actack compare the purchases to the drinks available. This means that any theirs or overselling can be accounted for.

This response was awarded 1 mark.

11 The Blue Baboon Hotel wants to increase the profits from its bar. The hotel is planning to use a computerised till system.

Explain **two** ways that using a <u>computerised till system</u> could help the hotel <u>increase</u> profits from its bar.

- They won't have to waste time counting up their profits this will mean that they will have more time to serve customers
- 2 Their won't be They won't have to make a note whether it was paid by cash or card, this could allow customers to get their service quicker

This response was awarded 0 marks.

The Blue Baboon Hotel wants to increase the profits from its bar. The hotel is planning to use a computerised till system.

Explain two ways that using a computerised till system could help the hotel increase profits from its bar.

They work need short at the till this save money because they work need to employe short for the fill and that money would be profit

2 think have a title I will after customers because it will look rong with technology

Q12 Targeted Specification Area: Learning Aim C1 Trends and issues population change

This item asked learners to explain two ways a business can change the way it operates to develop sales. This question also used a higher demand level and was answered well by most learners. Most learners gained three or four marks for this question. Common responses seen were change the opening times to meet the needs of the local business and delivering to the office complex.

This response was awarded 4 marks.

12 Jacob owns a <u>sandwich</u> bar that opens between <u>9am</u> and <u>2pm</u> Monday to Friday. A large office complex has recently opened nearby. Jacob needs to respond to the change in the area to maintain and develop sales.

Explain **two** ways in which Jacob can change the way he operates his business in order to develop sales.

Lunchtimes of the workers of the large office complex. This will mean more people will visit the sandwich bar so sales will be increased.

2 Lacob could set up a phone delivery service so that the busy office workers can receive above up their lunch more a easily anothis will increase sale. This will also attract the workers as they sent not waste their lunch break (Total for Question 12=4 marks)

This response was awarded 2 marks.

12 Jacob owns a <u>sandwich</u> bar that opens between 9am and 2pm Monday to Friday. A large office complex has recently opened nearby. Jacob needs to <u>respond</u> to the <u>change</u> in the <u>area to maintain and develop sales.</u>

Explain **two** ways in which Jacob can change the way he operates his business in order to develop sales.

the could include offers on sp different days to encourage customers to go into the sandwhich shop to see what else the sandwhich shop has to offer.

The could offer deats 'meal deals' everyday this will encourage people to buy more from the sandwhich shop if the off 'meal deals' are there.

Q13 Targeted Specification Area: Learning Aim C1 Trends healthy eating

This item required learners to explain two ways a restaurant could adapt its menu to respond to current trends in healthy eating. A few learners understood what the question was asking. The learners who responded well linked their answers which were relevant to the question. Some learners misunderstood the meaning of the question.

This response was awarded 4 marks.

Explain two ways the restaurant could adapt its menu to respond to this current trend.

The restaurant could reduce the salt levels within the dubes as salt an cause heart problems. This is seen as more healthy and should be advertised on the menu.

Including low fet options will not only attract people concerned will healthy eating but it will attract people who are on dust. This healthy alternatives will allow the restaurant to be seen as houthy and attract the salthy and attract to be seen as houthy and attract the salthy and attract to be seen as houthy and attract the salthy for question 13 = 4 marks)

This response was awarded 2 marks.

A fried chicken restaurant wants to attract new customers by responding to the current trends in healthy eating.

Explain two ways the restaurant could adapt its menu to respond to this current trend.

I HE COULC ACC NEW things to the menual using the healthy eating schem such as salacis.

2 Futhermore, he could make superficiently a good working telationship with the supplier so he knows where

Q14 Targeted Specification Area: Learning Aim C1 Trends and licensing reforms

This question required learners to explain two ways children can be protected from harm in a public house under the licensing objectives. This question was not responded to well. It reinforces the requirement for learners to cover all aspects of the unit before attempting this assessment. Common responses seen were linked to health and safety issues and not licensing objectivities.

This response was awarded 4 marks.

One of the licensing objectives is to protect children from harm.

Explain two ways Raj can show that he is protecting children from harm in his public house

1 XnItall G+XC CCt v in all areas of the public house

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2 XnItall G+XC CCt v in all areas of the public house

2 XnItall G+XC CCt v in all areas

This example was common (2 marks awarded)

14	Raj runs a public house. He knows that he must meet the licensing objectives.
	One of the licensing objectives is to protect children from harm.
1	Explain two ways Raj can show that he is protecting children from harm in his public house. Make Sure he was no walkage
	drivbers, so ask W I.D
	When someone is trying to by an alchaholic beverage
2	Have vish assessments token place
	than my to quevert them as bost as

Q15a Targeted Specification Area: Learning Aim B1 Advantages and disadvantages of suppliers

This question was responded to well with most learners giving two advantages of using a large wholesaler. This question is covered in the specification under advantages and disadvantages of suppliers. This area has been taught well by centres and understood by learners.

This response was awarded 2 marks.

	otel is cons ive two adv		8 ,8		- ·		its produ	uce.			
	hotel						and	beep	Heir	(2) Noted	clockel
large	sorutimes be wholesalers					9.9	J Aut		P	`	

Q15b Targeted Specification Area: Learning Aim B1 Types of suppliers

This question performed very well on the paper with learners showing a clear understanding of suppliers a hotel could use. Most learners were able to give one reasons.

This response was awarded 1 mark.

(b) Give one other type of supplier the hotel could use.

Daily Morket, where the chief can choose his
our preferance of ingredients for high quality standards.

This response was awarded 0 marks.

(b) Give one other type of supplier the hotel could use.

A company chosen provides.

Q16 Targeted Specification Area: Learning Aim C1 Environmental issues and renewable energy

(1)

This question performed as expected in this paper. In this item, learners were asked to give two renewable energy sources a hotel could use. Most learners were able answer this question well gaining two marks. The responses seen show that learners have an understanding of this part of the unit.

This response was awarded 2 marks.

16	The Sandycliffe Hotel Group is keen to use renewable energy sources.								
	Give two renewable energy sources the hotel can use.								
1_	Solar power								
2	Wind power								

This response was awarded 0 marks.

16 The Sandycliffe Hotel Group is keen to use renewable energy sources.

Give two renewable energy sources the hotel can use.

1 Energy Officiant light butbs

2 Energy Sawing Apparated appliances

Such as washing Machines

Q17 Targeted Specification Area: Learning Aim C1
Environmental issues reduction of waste

In this item learners were asked to give two ways a hotel could minimise the amount of waste it produces. Most learners responded well to this and gained two marks. This question showed that learners have been taught this part of the specification in detail.

This response was awarded 2 marks.

17 Hotels can produce a lot of waste.

Give **two** ways in which The Sandycliffe Hotel Group could minimise the amount of waste it produces.

1 Use the leftaxes for new dishes

2 compost heap

Q18 Targeted Specification Area: Learning Aim C1 Ethical issues food miles

This item tested why locally produced food could be a disadvantage for a hotel. Most learner only gained one mark as they did not expand their answer or link it to the context of the question. Most common incorrect answers seen were, more expensive and the quality will not be a good.

This response was awarded 2 marks.

18 The Sandycliffe Hotel Group wants to use locally produced food to reduce food miles.

Explain one way this could be a disadvantage for the hotel.

The hotel may be unable to get certain products and food the loss seasonably. Some foods are not always in thousand and have to be bought from offer countries. This would offer what the hotel is able to make and serve to customers.

This response was awarded 0 marks.

18 The Sandycliffe Hotel Group wants to use locally produced food to reduce food miles.

Explain one way this could be a disadvantage for the hotel.

It may become more expesine man if
They used a wholesauer as the products
are organic and so would reduce

gross profit.

Q19 Targeted Specification Area: C1 Ethical concerns animal welfare

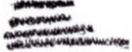
In this 8 mark question, learners were asked to discuss the issues that hospitality businesses should consider when purchasing products and services to ensure an ethical approach to animal welfare. Few learners gained marks in the top mark band with most learners gaining two to three marks. Most responses referred to only one issue which was not varied or detailed. Some learners' responses showed a complete misunderstanding of the question. The term fair trade was often given as a response as was animals being extinct.

This response was awarded between 7-8 marks.

19 The hospitality industry knows that many people are becoming increasingly concerned about animal welfare. Discuss the issues that hospitality businesses should consider when purchasing products and services to ensure an ethical approach to animal welfare. When buying their produce they should make sure that everything they have brought is free range and "He that the arimals owere treated humainly When presenting their food on the more menus they Should make sure that it is written Somewhere that all their food is free ranged and produced naturally. The business come also go and pind out where the meat comes from to ensure that the packaging isn't lieing. By choosing to go to a local parm rather blan a store coma also be better because you con See where you are getting it from as even as being able to reduce food miles meeting that the food may last brigger as it is presh and natural I fil is from for away though then they should go and visit the place to advitise that they do are about where their pood comes and that blus also Care about what was the animals are being breated The hospitality buisness should also consider the fact that some for animals are pilled with book chemicals

This response was awarded between 4-6 marks.

19 The hospitality industry knows that many people are becoming increasingly concerned about animal welfare.



Discuss the issues that hospitality businesses should consider when purchasing products and services to ensure an ethical approach to animal welfare.

The hospitaling businesser should consider wether the tood they are purchasing is organic as it not then the tood could have been exposed to pesticides or chemical tertilisers. Also, tree range is a really important thing by to Armai welfare as knowing that your meat has come from well Looked other animals and that no cruelty has come to them is really important when considering purchasing products. Another issue is not knowing where this produce has come from; buying from well markets May be better for your business as you will know from the local turner exactly where your next has come from and what its conditions were. Some Products are actually tacked with Labers to enable that the purchaser knows that this mout comes locally or harn't been restricted to small areas like battery turning where animals are not breated property. It you are considering animal welfore then you will get more happy customers. Face trade products can also be considered as it will be considering those who

This response was awarded between 1-3 marks.

19 The hospitality industry knows that many people are becoming increasingly concerned about animal welfare.

Discuss the issues that hospitality businesses should consider when purchasing products and services to ensure an ethical approach to animal welfare.

halal to a menu could also attract more customers because organic and tree range supliers are very few Enere is not aways a certainta that they will have the products need in Stock this could issue in the buisness your project nospitality busness might not about ouble to get all the products they need from one supilier, for example free range suplier might-only offer you eggs meaning your have to get you meet from else where this ould lot more money of transportation rance supliers meaning sell in bulk byy para products more

This response was awarded 0 marks.

19 The hospitality industry knows that many people are becoming increasingly concerned about animal welfare.

Discuss the issues that hospitality businesses should consider when purchasing products and services to ensure an ethical approach to animal welfare.

business because or event tuning could have meat, You one for people meat and the other & for people regetations. around the pub that there regetarian options do eat meat to show think about wel fore t aren nere are still meals product *Purchasina* industry remember CRONONSER against animal When approaching animal well meat that beef, poik, meat like this

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 external assessment. All learning aims and unit content need to be taught.
- Understand the command verb and know by the marks allocated that the word "explain" and "discuss" means the answer has to be expanded in some detail.
- 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, is it a negative response that is required or a positive response.
- 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 could be given in the form of a list if extended writing is not feasible.
- 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 controlled conditions may support learners improve exam technique.







