

Mark Scheme (Post-standardisation)

Jan 2017

NQF BTEC Level 1/Level 2 Firsts in
Hospitality

Unit 1: Introducing the Hospitality
Industry

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Question Number	Answer	Mark
1	Award one mark for correct answer C Stars	(1)

Question Number	Answer	Mark
2	Award one mark for correct answer Beauty treatments Ticket booking Retail services Accept any other appropriate response	(1)

Question Number	Answer	Mark
3	Award one mark for each correct answer A Invoice D Credit note	(2)

Question Number	Answer	Mark
4	<p>Award one mark for any of the following</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product quality <input type="checkbox"/> The effectiveness of distribution networks <input type="checkbox"/> Innovative marketing <input type="checkbox"/> Location <input type="checkbox"/> Customer service <input type="checkbox"/> Advertising <input type="checkbox"/> Star ratings <input type="checkbox"/> Portion control <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
5	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>A Water. D Electricity.</p>	(2)

Question Number	Answer	Mark
6	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>A Café. B Fine dining.</p>	(2)

Question Number	Answer	Mark
7	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Wastage. <input type="checkbox"/> Changing costs of raw materials. <input type="checkbox"/> Poor stock control. <input type="checkbox"/> Portion control. <input type="checkbox"/> Pricing <p>Accept any other appropriate response</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for identifying a reason and a further mark for an up to a maximum of two marks.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Support/advice. <input type="checkbox"/> Training. <input type="checkbox"/> Brand name. <input type="checkbox"/> Advertising campaigns. <input type="checkbox"/> Designated suppliers/ensure consistency of products /guaranteed /fixed prices. 	(2)

Question Number	Answer	Mark
9	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explanation of rules, regulations and policies. How to access these. <input type="checkbox"/> Training on till operation /machinery. <input type="checkbox"/> Introduction to other staff/providing buddy <input type="checkbox"/> Tour of premises <input type="checkbox"/> Standards of customer service <input type="checkbox"/> Conditions of employment <input type="checkbox"/> Code of conduct <p>Accept any other appropriate response</p>	(2)

Question Number	Answer	Mark
10	<p>Award one mark for identifying an internal communication system up to a maximum of two marks</p> <ul style="list-style-type: none"> <input type="checkbox"/> Walkie talkie <input type="checkbox"/> Internal telephone system <input type="checkbox"/> Intranet/emails <input type="checkbox"/> Pager <input type="checkbox"/> Mobile phone <p>Do not accept computers/buzzers as a response.</p>	(2)

Question Number	Answer	Mark
11	<p>Award one mark for providing a suitable information source and a further one mark for an explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Will highlight which drinks are popular and those which are not (1) could remove some unpopular lines allowing more space -money to increase stock levels of more popular lines.(1) <input type="checkbox"/> Enables stock used to be checked against sales (1) Discrepancies can be investigated (1). <input type="checkbox"/> Can identify popular lines with high profit margins (1) these can then be promoted (1) <input type="checkbox"/> Speed of processing the order (1) which reduces the waiting time for customers (1) <input type="checkbox"/> Instant access to total amount of money taken at the till (1) discrepancies will be highlighted (1) <p>Accept any other appropriate response</p>	(4)

Question Number	Answer	Mark
12	<p>Award one mark for identifying a problem and a further one mark for an explanation of the effect, up to a maximum of two marks each.</p> <p>Change the opening times (1) to the meet the changing needs of the local area (1).</p> <p>Offer deliveries/regular sandwich round (1) to appeal to office workers (1).</p> <p>Offer outside catering (1) to cater for meetings in the offices (1).</p> <p>Telephone/online ordering (1) to make ordering easier/flexible for customers (1).</p> <p>Develop new products (1) to appeal to new/existing customers (1).</p> <p>Offer seating area (1) to make it more of a destination/ to encourage additional spend (1).</p> <p>Advertising (1) any form of advertising to promote the business (1)</p> <p>Accept any other appropriate response</p>	(4)

Question Number	Answer	Mark
13	<p>Award one mark for providing a suitable response for each and a further one mark for an explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Serve grilled rather than deep fried chicken (1) to reduce fat content (1) <input type="checkbox"/> Menus include calorie count/fat content (1) so that customers are fully informed (1) <input type="checkbox"/> Salad bar (1) to encourage healthier choices (1) <input type="checkbox"/> Different menu options with chicken (1) to reduce calorie content (1) <input type="checkbox"/> Increase range of side dishes (1) to encourage healthier choices (1) <p>Accept any other appropriate response. Do not accept vegetarian as a healthy option.</p>	(4)

Question Number	Answer	Mark
14	<p>Award one mark for providing a reason for each and a further one mark for an explanation, up to a maximum of two marks each.</p> <p>Ensuring that no under 18's purchase alcohol (1) by checking ID for alcohol purchases (1)</p> <p>Training and monitoring all staff (1) To ensure licensing law is complied with (1)</p> <p>Checking floor areas regularly (1) to check that customers are not purchasing alcohol for anyone who is under 18/under 18's are not drinking (1)</p> <p>Security cameras (1) help keep a check on who comes and goes (1)</p> <p>Separate sections for children/families (1) to ensure no contact with bar area (1)</p> <p>Introducing a voluntary restriction on time when children are allowed on the premises (1) to limit contact with alcohol (1)</p> <p>Ensuring that children do not have access to gambling machines (1) because they're underage and legally not permitted to have access to these machines (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
15a	Award one mark for any of the following up to a maximum of three marks. <ul style="list-style-type: none"> <input type="checkbox"/> Able to supply in bulk <input type="checkbox"/> Will provide goods on a credit basis <input type="checkbox"/> A good range of items <input type="checkbox"/> Reliability <input type="checkbox"/> Consistency <input type="checkbox"/> Negotiation of prices/deals <input type="checkbox"/> Able to supply a wider range of goods <input type="checkbox"/> Price – traditionally perceived as cheaper 	(2)

Question Number	Answer	Mark
15b	Award one mark for any of the following <ul style="list-style-type: none"> <input type="checkbox"/> Cash and Carry <input type="checkbox"/> Retailer <input type="checkbox"/> Specialist <input type="checkbox"/> Local <input type="checkbox"/> National <input type="checkbox"/> Daily market lists <input type="checkbox"/> Company nominated <p>Accept any other appropriate response. Do not accept brand names.</p>	(1)

Question Number	Answer	Mark
16	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Solar panels <input type="checkbox"/> Wind turbines <input type="checkbox"/> Bio energy <input type="checkbox"/> Hydro power <input type="checkbox"/> Use of waste and rainwater to generate electricity. <input type="checkbox"/> Geothermal <p>Accept any other appropriate response</p>	(2)

Question Number	Answer	Mark
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17	<p>Award one mark for any of the following of two marks</p> <ul style="list-style-type: none"> <input type="checkbox"/> Purchasing goods with less packaging <input type="checkbox"/> Asking suppliers to provide recyclable packaging <input type="checkbox"/> Controlling food waste/use in sell by date order/stock control <input type="checkbox"/> Controlling portion size <input type="checkbox"/> Using less disposables <input type="checkbox"/> Using refillable pump dispensers for toiletries in guest rooms rather than individual bottles <input type="checkbox"/> Use of post mix for soft drinks rather than cans and bottles. <input type="checkbox"/> Use recyclable materials for building during renovations <input type="checkbox"/> Donating unwanted furniture to charities <input type="checkbox"/> Seeking efficiencies in use of utilities <p>Accept any other appropriate response.</p>	(2)
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Question Number	Answer	Mark
18	<p>Award one mark for providing a disadvantage and a further one mark for an explanation, up to a maximum of two marks</p> <p>Produce might not be consistent (1) meaning the hotel will not be able to offer all dishes on its menu (1)</p> <p>Delivery of produce may not be convenient (1) meaning there could be stock shortages/ over-ordering to ensure stock may result in extra waste (1)</p> <p>Produce range may be restricted (1) leading to a limited selection of menu items (1) price/cost (1)</p> <p>Accept any other appropriate response</p>	(2)

Question Number	Indicative content	Mark
19	<p>Responses could include the following</p> <p>Need to know where food comes from/red tractor farm to fork labelling quality assurance scheme.</p> <p>Buying British- legislation more restricted than other countries</p> <p>Government now provides advice on animal welfare /Animal Welfare Act</p> <p>Quality of life for animals</p> <p>Transportation of animals to abattoir/use of crowded trucks travelling long distances stresses animals.</p> <p>Method of killing, WATOK (Welfare of Animals at the Time Of Kill) regulations, Religious considerations</p> <p>Inclusion of more vegetarian options on the hotel menus</p> <p>Organic produce</p> <p>Accept any other valid responses</p>	(8)
Level 0	No rewardable material.	
Level 1 1-3 marks	<p>A few factors identified or 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>	

<p>Level 2</p> <p>4-6 marks</p>	<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>
<p>Level 3</p> <p>7-8 marks</p>	<p>Range of factors described or 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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