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Pearson BTEC Level 1/Level 2 First Award	Centre Number					Learner Registration Number				
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<h1>Hospitality</h1> <h2>Unit 1: Introducing the Hospitality Industry</h2>										
Monday 9 January 2017 – Morning						Paper Reference				
Time: 1 hour 15 minutes						21541E				
You do not need any other materials.									Total Marks	

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A

Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Identify the symbol used by hotels to show their rating.

- A** Pennants
- B** Roses
- C** Stars
- D** Flags

(Total for Question 1 = 1 mark)

2 Hotels can offer personal services for guests. One example of this is hairdressing.

Give **one** other personal service a hotel can offer guests.

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(Total for Question 2 = 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

(Total for Question 3 = 2 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.

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(Total for Question 4 = 1 mark)

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5 Utility companies support the hospitality industry.

Identify **two** types of utility.

- A Water
- B Coal
- C Laundry
- D Electricity
- E Computers

(Total for Question 5 = 2 marks)

6 Identify **two** types of restaurant.

- A Café
- B Fine dining
- C Exhibition
- D Spa
- E Conference

(Total for Question 6 = 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

2

(Total for Question 7 = 2 marks)

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

Give **two** advantages of having a franchise.

1

2

(Total for Question 8 = 2 marks)

9 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

2

(Total for Question 9 = 2 marks)

10 Hotels need good internal communication systems so they can meet customer requests quickly.

Give **two** examples of an internal communication system.

1

2

(Total for Question 10 = 2 marks)

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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.

1

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2

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(Total for Question 11 = 4 marks)

12 Jacob owns a sandwich bar that opens between 9am and 2pm 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.

1

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2

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(Total for Question 12 = 4 marks)

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13 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.

1

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2

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(Total for Question 13 = 4 marks)

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.

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

1

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2

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(Total for Question 14 = 4 marks)

TOTAL FOR SECTION A = 33 MARKS

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SECTION B

Answer ALL questions.

The Sandycliffe Hotel Group is launching a new hotel. It wants to reflect current trends and issues and ensure profitability. It is currently reviewing its purchasing policy and energy use to reflect this.

Use the information about The Sandycliffe Hotel Group to answer questions 15–18.

15 The hotel is considering using a large wholesaler to supply its produce.

(a) Give **two** advantages of using a large wholesaler.

(2)

1

2

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

(1)

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(Total for Question 15 = 3 marks)

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

Give **two** renewable energy sources the hotel can use.

1

2

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(Total for Question 16 = 2 marks)



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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

2

(Total for Question 17 = 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.

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(Total for Question 18 = 2 marks)

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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.

Ruled area for student response.

(Total for Question 19 = 8 marks)

TOTAL FOR SECTION B = 17 MARKS
TOTAL FOR PAPER = 50 MARKS

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