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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>										
Thursday 18 May 2017 – Afternoon						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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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 ☒.

SECTION A

1 Identify **two** hospitality membership clubs.

- A** Golf club
- B** Drama club
- C** Conservative club
- D** Youth club
- E** After school club

(Total for Question 1 = 2 marks)

2 A hostel is an example of a hospitality business that provides accommodation.

Give **two** other types of hospitality businesses that provide accommodation.

1

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(Total for Question 2 = 2 marks)

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3 Identify **two** indicators of the scale of the hospitality industry.

- A Numbers employed
- B Dish costs
- C Staff qualifications
- D Hygiene rating
- E Financial turnover

(Total for Question 3 = 2 marks)

4 Identify **one** example of a hospitality event.

- A Gym
- B Conference
- C Cocktail bar
- D Restaurant

(Total for Question 4 = 1 mark)



5 A travel agency is one example of a business that can support the hospitality industry.

(a) Give **two** ways a travel agent can support a hospitality business.

(2)

1

2

(b) Give **two** other examples of businesses that can support the hospitality industry.

(2)

1

2

(Total for Question 5 = 4 marks)

6 Ali is opening a new restaurant. He is considering the advantages of having different types of suppliers.

One advantage he is considering is being able to buy items on credit.

Give **two** other advantages he should consider.

1

2

(Total for Question 6 = 2 marks)

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7 National fast food restaurants have the same brand standards for all items on their menus.

Give **two** reasons why this is important to the success of the restaurants.

1

2

(Total for Question 7 = 2 marks)

8 Give **two** reasons why hospitality businesses need to maintain high standards of hygiene.

1

2

(Total for Question 8 = 2 marks)

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9 Jim is opening a new fish and chip café and takeaway. He has decided to use disposable plates, cutlery and chip cones in both the takeaway area and the seating area.

Explain **two** advantages for Jim of using these disposables.

1

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2

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(Total for Question 9 = 4 marks)

10 The manager at The White Owl Hotel is concerned about the lack of profitability on the food menus. She has noticed that there is a lot of wastage in the kitchen and that the chefs do not follow any formal procedures when preparing dishes.

Explain **two** procedures that can be introduced to improve the profitability of the kitchen operation.

1

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2

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(Total for Question 10 = 4 marks)

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11 Samir owns a hotel that has high standards and facilities but no star rating.

Explain **two** ways a star rating could help to improve Samir's business.

1

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2

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(Total for Question 11 = 4 marks)

12 Jasmine is the manager of a care home and is having difficulty recruiting catering staff. She has decided to use a contract catering company.

Explain **two** ways using a contract catering company can resolve staffing issues.

1

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2

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(Total for Question 12 = 4 marks)

TOTAL FOR SECTION A = 33 MARKS



SECTION B

Don owns The Black Hound pub and wants to introduce a new brand image. He wants to provide high standards of customer service and products and facilities designed to meet the needs of his customers.

Use the information about The Black Hound to answer questions 13–16.

13 Don will need to employ new staff. He needs to ensure they know the requirements of their job roles.

Identify **two** of the following that can help the staff to know their job roles.

- A** Induction
- B** Vacancies
- C** Training
- D** Grievance
- E** Warnings

(Total for Question 13 = 2 marks)

14 The Black Hound is currently a free house.

Give **one** other type of pub operation.

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(Total for Question 14 = 1 mark)

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15 Don is going to introduce a new staff uniform.

Give **two** ways that good personal presentation helps to maintain quality standards.

1

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2

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(Total for Question 15 = 2 marks)

16 Don wants to get feedback from his customers on his new products and service levels.

(a) Give **two** ways in which Don can get feedback.

(2)

1

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2

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(b) Explain **one** reason why customer feedback is important to Don's business.

(2)

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(Total for Question 16 = 4 marks)



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(Total for Question 17 = 8 marks)

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



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