



# Examiners' Report/ Lead Examiner Feedback

**June 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

June 2017

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	17	24	31	39

## **Introduction**

This report has been written to help you understand how learners have performed overall 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 have gained a high and low number of marks. These should help to provide additional guidance.

We hope this will help you to prepare your learners for future examination series.

## **Summary**

This is the seventh paper taken by learners for this unit. Pleasingly, we have seen an improvement in the performance of learners in this June 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 specification that have shown an improvement of marks.

Across a range of papers there are still elements of the specification that have not been covered well or retained by some learners. Teachers are reminded that the entire specification is in the range for this examination so all learning aims have to be taught. Learners need to have studied each aspect of the unit before taking this paper.

There was an improvement in the learners who were able to respond to the higher demand questions through giving points and then linking their answer to the context of the question. This could be seen in responses given by learners when they have been asked to explain but have only listed the point. This is particularly important for learners to be able to do when questions ask for an expansion. Two or four marks have been lost in some questions by learners as they have listed and not explained their answers. Across the range of papers there was a mixed level of performance seen at merit and distinction. Teachers should encourage learners to give two different responses, if required in a question and expand on both responses to gain full marks at the higher demand questions.

It was noted that some learners did not comprehend key words in the questions. The language, terms and phrases used in the specification and tested in the questions were not understood by all learners. Their responses were a repeat of the question or prior questions; this could not be given marks. This was evident in the final extended written question. Very few learners expanded on the points they gave 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  
Membership clubs**

This item was a multiple choice question that required the learners to identify two hospitality membership clubs. 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. Learners should be encouraged to read the questions and apply the emboldened words to their responses. In this case two responses were required. This part of the specification has been tested before as a short written response.

This response gained two marks.

**1** Identify **two** hospitality membership clubs.

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

**Q02**

**Targeted Specification Area: Learning Aim A1 Hotels  
accommodation**

This item was answered well by learners. Learners had to give two examples of hospitality businesses that provide accommodation and learners understood the context of the question. Most learners gained two marks. Few learners did however only gain one mark as one response used by these learners was the example in the stem. A few learners gave brand names as a response and this could not be given a mark.

This response gained two 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. Bed and breakfast
2. Star rated hotels.

This response was given zero 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 Premier Inn

2 Travel lodge.

**Q03**

**Targeted Specification Area: Learning Aim C1 Factors determining success in the hospitality industry**

This was a multiple choice question that required learners to identify two indicators of the scale of the hospitality industry. Most learners did not understand the terminology and only gained one mark. Most responses were linked hygiene and staff qualifications which were tested previously. Learners are familiar with these terms although not linked to the question. Responses to this question highlight the need for all areas of the specification be taught.

This responses was given two marks.

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

This response was given zero marks.

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

**Q4**

**Targeted Specification Area: Learning Aim A1 Events**

In this item the learners were required to identify one example of a hospitality event. Responses seen were mixed and varied. The correct response was "B Conference". Most incorrect responses seen were "D Restaurant".

This response was given 1 mark

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

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

**Q05a**

**Targeted Specification Area: Learning Aim A3  
Support provided by other industries**

This question was not answered as well as expected. Learners were asked to give two ways a travel agent can support a hospitality business. This style of question has been asked in previous papers in a similar way. Most learners were only able to give one correct response. Some learners repeated the same response in a different way, and only one mark could be given. Centres need to encourage learners to give two separate responses.

This response was given two marks.

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 They can recommend the hospitality ~~business~~ industry to customers.
- 2 They can advertise the hospitality business in deals and packages.

This response was given one mark.

5 A travel agency is one example of a business that can support

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

- 1 tell them about ~~places~~  
in the area they are
- 2 tell them about differ  
businesses in their loc

This response was given one mark.

5 A travel agency is one example of a business that can support

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

- 1 Recommendation of trips
- 2 Recommend hotels.



**Q05b**

**Targeted  
Specification Area:  
Learning Aim A3  
Support provided  
by other industries**

This question asked learners to give two examples of other businesses that support the hospitality industry apart from the travel agency. Most learners gained one mark for this question. Some learners gave the response "travel agent" this could not be given. This item required the learners to recall part of the specification. A few learners gave no correct response showing no understanding of the question.

This response was given two marks.

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

(2)

1 Banks.

2 Recruitment agencies.

This response was given one mark.

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

(2)

1 banks - to give them loans and financial  
financial advice

2 Schools - employs catering services to  
provide food

Q06

**Targeted Specification Area: Learning Aim B1  
Advantages of suppliers**

This question tested the advantages to a business of having different suppliers. One advantage was given as an example to allow learners to understand how to respond to the question. Most learners were able to gain one mark from this question. Few learners gained no marks. Some learners repeated the same response twice, which could not be given marks.

This responses was given two 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 He can have a variety of products to sell
- 2 Help improve the quality of the products he already sells

This responses was given one mark.

- 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 Using different suppliers, he will get a variety of different choices/foods
- 2 He can later decide which supplier he will use in the future. (He gets a taster of different <sup>suppliers</sup> ~~supplies~~)

This response was given one mark.

- 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 he can choose from other places .

2 he would be able to choose .

**Q 07**

**Targeted Specification Area: Learning Aim B1 Brand Standards**

This question tested a specific term from the specification "brand standards". Few learners responded as expected. Responses showed a split between learners who understood the term gaining two marks and those who did not, gaining no marks. Repeated responses were seen again in this question.

This response was given two marks.

- 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 So people know what to expect

2 To keep a consistence in the franchise

This response was given one mark.

- 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 So they can keep a consistency with there products
- 2 Makes it easier to produce products in bulks.

This response was given zero marks.

- 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 Because if they have different brand standards, then they would get bad ratings.
- 2 They wouldn't have ~~any~~ as much reviews as any other restaurant.

**Targeted Specification Area: Learning Aim B1  
Importance of maintaining standards - hygiene**

**Q08**

This question was written to test the learners understanding of the importance of a hospitality businesses maintaining high standards of hygiene. This item tested well with most learners gaining two marks. Some learners wrote detailed responses showing understanding. Common correct responses seen were avoiding cross contamination leading to food poisoning, maintain reputation and to comply with the law.

This responses was awarded two marks.

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

1 To prevent staff getting sick

2 To prevent customers complaining and having the risk of being shut down

This response was awarded

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

1 Because they need to follow the laws and do risk assessments.

2 So more people go so they can earn a profit.

Q09

**Targeted Specification Area: Learning Aim C1 Ethical issues use of disposables**

This question tested the advantages of using disposables in a take away café. Most learners only gained two marks for this question. This was due in part to learners not expanding their answers or by repeating answers. This was the first time in the paper the learners were asked to “explain” in their answer or to link their point to the context of the question.

This responses was given four marks.

- 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 Less washing up after which will save money on water. and will save money on buying the more expensive plates and cutlery.

2 ~~There~~ washing up ~~that~~ would be set ~~there~~ there. ~~the~~ ~~it~~ It would be more hygienic and would save money on ~~employing~~ employing people to clean them.

(Total for Question 9 = 4 marks)

This responses was given two marks

- 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 One advantage is that it more environmentally friendly which ~~will~~ <sup>he</sup> will ~~not~~ have to pay additional waste disposal costs.

2 ~~Another~~ Another advantage is he will not have to employ as many cleaners which will save him money on wages.

This responses was given one mark.

- 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 no cost for cleaning, electricity for dishwasher, or ~~£~~ water cost.

## Q10

### Targeted Specification Area: Learning Aim A3 Personal Services

This question required learners to explain two procedures that could be introduced to improve the profitability of a kitchen operation that has a lot of waste due to chefs not following any formal procedures when preparing dishes.

This question increases the level and requires learners to explain in their answer. Some learners only listed responses and some learners only explained one way and not two ways. A large number of learners were confusing formal procedures when preparing dishes with formal procedures and dealing with staff. This was evident in responses seen.

This response was given four 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 Portion control could be used to ensure  
the each meal is an <sup>suitable</sup> ~~average~~ size. This would prevent  
wastage as less food would <sup>return</sup> ~~return~~ from the customer and  
more dishes can be created.

2 Follow procedures when preparing food, meaning  
the correct amount of ingredients are being  
prepared, the chefs cook the right amount of  
food. This is so less food is wasted after being prepared.



This responses was given two 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 The use of FIFO will help with profitability because the business will not waste money on food that is being thrown away.

2 Another procedure is ~~portion~~ using an ingredients list which will tell you the amount of the produce you will need this will also make it easier to provide a amount of profit made on each batch

This response was given one mark.

- 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 The chefs need to stick to one portion size but ~~to~~ maybe add larger portions to the menus.

2 All left over food needs to be stored away in containers on a shelf 6 inches off the floor and 4 inches away from the wall.

## Q11

<b>Targeted Specification Area: Learning Aim A1 Hotels star rating</b>
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This question asked learners to explain two ways a star rating could help to improve a business. This question was answered in a positive way with most learners gaining two marks. It was noted that learner's responses were linked to food hygiene point ratings. It was decided to award for this response if the learner explained how this could impact positively on the business

This response was given four marks.

**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 ..... Helps entice new customers searching online  
..... for a hotel with a certain amount of stars.  
..... People will be able to recognise its high standards  
..... and visit the hotel, improving ~~business~~ business.
- 2 ..... Helps build the hotel's reputation. People  
..... will remember the hotel because of its rating  
..... and increase the amount of customers. The more  
..... customers who visit to more improved the business will be.

This response was given two marks.

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. By having a star rating, people will know what you offer, so will go to your place as you offer high standard facility because it's what the rating is about.
2. ~~For~~ Customers will know how much the hotel will cost based on the stars, ~~because~~ because the higher the stars the more it cost and the less stars the cheaper.

This response was given one mark.

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. If the business has a star rating it is more likely to attract more customers the higher it is.
2. A star rating would also increase ~~the number of~~ investors who will give money to the business increasing the profit and loss.

## Q12

### Targeted Specification Area: Learning Aim C1 Labour market

This question required learners to explain two ways a restaurant could adapt its menu to respond to current trends in healthy eating. This question appeared to be mis-understood by the learners; these learners gave responses that focused on aspects of the care home that the company did not effect. Learners who were given high marks linked their answers by stating the way an explaining how it the issue could be resolved. .

This response was given four 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 The potential employees ~~at~~ have been already interviewed by the contract catering company so the company can send out staff specifically trained in a certain area or good at a particular skill.
- 2 They can be phoned at any time and the contract catering company will quickly send the new employees. This is useful for staffing issues as large amounts of people can be sent at in small amounts of <sup>time</sup> time.

This response was given two 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 She doesn't need to recruit catering staff if she uses a contract catering company.

2 She won't need to train any catering staff.

This response was given one mark.

**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 A contracted catering company will already be provided with staff meaning their pay is all agreed and no new staff need to join.

2 Another way is that new cooks who don't have experience don't need to be employed and the care home can have experienced staff.

**Q13**

**Targeted Specification Area: Learning Aim B1  
Controlling staff**

This question was a multiple choice question and asked learners to identify two ways staff can know their job roles. This question was answered well. This question was set at a lower demand level and matched the responses given.

This response was given two marks.

**13** Don will need to employ ne  
of their job roles.

Identify **two** of the following

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

**Q14**

**Targeted Specification Area: Learning Aim  
A1 public Houses**

This question did not perform as well as intended. Most learners were unable to give one type of pub operation. This was recall question from the specification and has been tested before.

This response was given one mark.

**14** The Black Hound is currently a free house.

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

tenanted

This response was given zero marks.

**14** The Black Hound is currently a free house.

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

night club.

**Q15**

**Targeted Specification Area: Learning Aim B1  
Maintaining standards and quality**

This question performed well on the paper with learners showing an understanding of why good presentation helps to maintain quality standards. Most learners were able to give one reason, with some learners able to give two reasons. A common incorrect response seen was linked to keeping their own clothes clean. This was not awarded.

This response was given two marks.

**15** Don is going to introduce a new staff uniform.

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

- 1 Hygiene ~~is~~ is more ~~so~~ obvious.
- 2 Generally If ~~some~~ <sup>workers</sup> looked presentable It will entice more customers.

This response was given one mark.

**15** Don is going to introduce a new staff uniform.

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

- 1 Shows that staff is clean and tidy
- 2 Shows team work initiative

This responses was awarded zero marks.

15 Don is going to introduce a new staff uniform.

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

- 1 ~~to make sure that they know that they are from~~  
~~Don Pub.~~
- 2 So they're own clothes stay nice and clean.

Q16a

**Targeted Specification Area: Learning Aim B1  
monitoring customer satisfaction**

This question performed as expected in this paper. On this question, learners were asked to give two ways feedback can be received for products and service levels. Most learners were able answer this question while gaining two marks. The responses seen show that learners have an understanding of this part of the specification. A large number of responses seen were linked to technology.

This responses was given two 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 Surveys

2 Complaint boxes



This response was given one mark.

**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 Questionnaires

2

### Q16b

**Targeted Specification Area: Learning Aim B1  
monitoring customer satisfaction**

For this question learners were asked to explain why customer feedback is important to the business. Most learners gained between one and two marks. Most marks were lost as the learners did not explain the reason why feedback is important- only stating the reason.

This response was given two marks.

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

(2)

so he knows what to improve through out his  
business. And to increase the standards of his  
business.

This response was given one mark.

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

(2)

To know if the ~~business~~  
customers enjoyed there time /  
stay:

### Q17

**Targeted Specification Area: Learning Aim C1 New products and services**

This questions tested learners understanding of how businesses can develop their products and services to suit a changing market.

Learners responded well to this question and higher marks were given to learners who were able to demonstrate detailed responses and explanations of how it would benefit Christine's business, learners who were given full marks answer with a few examples. Some learners based their answer on the previous question so could not be given marks for the repeated answers.

While this question was answered positively learners lost marks focusing on only one part of the questions- some responses focused on the menu rather than service and vice versa. It is advisable to reiterate to learners to break down the question when answering to and ensure they cover all parts to achieve full marks.

This response was awarded between 1-3 marks.

17 It is important that hospitality businesses respond to trends and issues.

Christine's Café is located in the Docklands area of a city. The café currently serves all-day breakfasts, burgers and chips. The Docklands area is being redeveloped to provide offices, modern apartments and family housing.

Christine sees this as an opportunity to relaunch her café. She wants to provide high standards of customer service and products and services suitable for the new residents and office workers.

Discuss how Christine can adapt her business to respond to this redevelopment.

If christine start up a community Project to help give the young People<sup>9</sup> Job who have only just moved ~~to~~ in to the apartment<sup>s</sup> or the family housing. It would give a good ipression ~~to~~ on the new people who have moved in the area. It would give her a good Reputation. It would give her more customers. christine may have to change her menu, make it subible for the people who work in the new offices on working days. Suggestion coffee, light snacks like sandwiches. what about making the menu seasonal to keep a reapi<sup>o</sup> customer servis. christine could have a takeaway menu wich the office workers could take back to there busy office.

Christine could Re-advertise her business maybe a sign outside her door or a website. She could also put her new menus and advertise that she's doing a community program for young people to encourage more people to visit her cafe. If Christine set up a star rating program it could give her a positive image for her business.

(Total for Question 17 = 8 marks)

This response was awarded between 4-6 marks.

**17** It is important that hospitality businesses respond to trends and issues.

Christine's Café is located in the Docklands area of a city. The café currently serves all-day breakfasts, burgers and chips. The Docklands area is being redeveloped to provide offices, modern apartments and family housing.

Christine sees this as an opportunity to relaunch her café. She wants to provide high standards of customer service and products and services suitable for the new residents and office workers.

Discuss how Christine can adapt her business to respond to this redevelopment.

To begin with Christine could choose to provide her business with a new name, as she wants to have high standards and look more professional. It could be changed from 'Christine's Café' to <sup>'Café'</sup> ~~Christine's~~ Restaurant it would more original and entice ~~old~~ new customers. She can also adapt her business by redeveloping the menu, it could have different sections to the menu suitable for different types of customers. The menu could consist of lunch and quick meal dishes for the <sup>office</sup> business workers they can also take the food away when they would like. There could be a variety of different dishes suitable for children and people with allergies/intolerances and any other dietary needs/preferences. This would benefit the residents of the modern apartments and the family housing.

To improve her products she could increase the quality at which they are brought, buying more expensive products. Also she could increase the quality at which the products are made by employing high-end chefs who are extremely skilled.

She would be receiving more money from the customers

who would be happy paying for the ~~cost~~<sup>products</sup> as they must have a good income to live in a newly-developed estate. She could improve the customer service by purchasing more interesting furniture/appliances for the customers to use, this would increase customer satisfaction and overall enjoyment at the cafe. To improve products she could ~~add~~ re-design packaging for the products to be taken away in. She could re-design the logo of her business to make it look more high-end and upper class.

This response was given 7-8 marks.

**17** It is important that hospitality businesses respond to trends and issues.

Christine's Café is located in the Docklands area of a city. The café currently serves all-day breakfasts, burgers and chips. The Docklands area is being redeveloped to provide offices, modern apartments and family housing.

Christine sees this as an opportunity to relaunch her café. She wants to provide high standards of customer service and products and services suitable for the new residents and office workers.

Discuss how Christine can adapt her business to respond to this redevelopment.

She can change and adapt the menu to the new customers that are going to visit her café. She could ~~also~~ make her menu more appealing to office workers by providing/adding lunches to her menu - office workers are likely to leave the offices for lunchtime and they could be attracted by Christine's new menu of quick lunches. She could also add in more healthy choices such as salads to appeal to those people.

Christine can also change the inside of her café to something that will attract new residents, for example change the tables and chairs to something more modern.

She could also change the customer service standards and procedures. She could introduce uniforms that will make her and/or her staff look more professional. She can also change the way she communicates ~~with~~ and interacts with new customers, for example she could introduce new communication protocols. She could also make sure that her café operates in an ethical and environment-friendly way, for example she could start using Fair Trade products in her

call or reduce the amount of carbon footprint her call generates - she could also reduce noise pollution and recycle ~~her~~ the waste produced by her business.

She could train her staff to make sure that they are aware of the new customer needs and expectations and that they know how to respond to the redevelopment of the area. Lastly, Christine could increase the opening hours of her call to suit new residents who may want to visit the call at a later time or office workers who might work until a late evening.

**(Total for Question 17 = 8 marks)**



## 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 exam. 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 exam conditions will support learners to improve exam technique.

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