



**January 2018**

**Level 2 BTEC First in Hospitality**

**Unit 1: Introducing the Hospitality  
(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 2018

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	12	20	28	37

## Introduction

This report has been written to help you understand how learners have performed overall in the exam. For each question there is a brief analysis of learner responses. You will also find examples of learner responses to the questions both well and poorly answered. These should help to provide additional guidance. We hope this will help you to prepare your learners for future examination series.

## Introduction to the Overall Performance of the Unit

This is the eighth paper taken by learners for this unit. Pleasingly, we have seen a twenty five percent increase of learners in this January 2018 series. Centres have become more used to externally tested exams for Hospitality and the types of questions that are used.

There are still some areas of the unit specification that learners appear to be unfamiliar with. In particular `daily market lists` and `standard recipes` for question 13b and 15 respectively.

Centres are reminded to ensure that learners cover the entire content of the unit specification in order to be able to respond effectively as it was evident that certain aspects of the unit had not been addressed sufficiently.

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. Some answers given were a repeat of the question or a repeat of prior questions; this could not be credited.

Learners still need to improve the way in which they write responses to the active verb in questions. 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 a range of papers there was a mixed level of performance seen at pass and merit. Centres should be encouraging 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.

Centres should encourage learners to look at the level-based grid in the mark scheme in preparation for these extension questions.

The best performance came from learners who had both breadth and depth of their understanding of the subject within the unit.

Learners who had been prepared well for writing the long answer questions (giving a clear and detailed answers covering all sides of the argument or scenario) tended to perform well on this paper.

# Individual Questions

## Q1 Targeted Specification Area: Learning Aim A.3- Banks

This question was a multiple-choice question that required the learners to Identify two hospitality businesses that provide accommodation. This required the same level of demand as previous multiple-choice items (requiring the learners recall a part of the specification).

In this instance, two responses were required with most learners giving one correct response. This part of the specification was tested before as a short written response.

This response was awarded 2 marks.

1 Identify **two** hospitality businesses that provide accommodation.

2

- A Exhibitions
- B Hospital
- C Hostel
- D Halls of residence
- E Fine dining restaurant

## Q2 Targeted Specification Area: Learning Aim A.3 - Banks

This question was answered well by learners. This item was a multiple-choice question where learners had to identify **two** services banks provide to support the hospitality industry.

Learners understood the context of the question. Most learners gained two marks. Few learners did however only gain one mark.

This response was awarded 2 marks.

2 Identify **two** services banks provide to support the hospitality industry.

2

- A Loans
- B Licensing
- C Recruitment services
- D Financial advice
- E Advertising

**Q3 Targeted Specification Area: Learning Aim A.3 Transport**

This question was a short response question that asked learners to give **two** examples of transport offered by other industries to support the hospitality industry. Most learners responded well to the question. This question has been asked in previous papers in the same format.

This response was awarded 2 marks.

**3** Give **two** examples of transport offered by other industries to support the hospitality industry. 2

1 Taxis

2 Coach

This response was awarded 1 mark.

An extra mark would have been awarded for planes but no mark could be awarded for airports.

**3** Give **two** examples of transport offered by other industries to support the hospitality industry. 1

1 Airports.

2 Coaches.

#### Q4 Targeted Specification Point: A1 - Contract food service providers

This question was a multiple-choice question that required the learners to identify two organizations that are most likely to use contract food service providers.

Responses seen were mixed and varied.

The correct response was "C Local College and E Local Government". Most incorrect responses seen were "A Local Hotel or B Local Restaurant".

This response was awarded 1 mark awarded)

- 4 Identify **two** organisations that are most likely to use contract food service providers. 1
- A Local hotel
  - B Local restaurant
  - C Local college
  - D Local pub
  - E Local government

#### Q5 (a) Targeted Specification Area: Learning Aim C1 Contract Food Service Providers

This question was a multiple-choice question that required the learners to identify two organizations that are most likely to use contract food service providers.

Responses seen were mixed and varied. The correct response was "C Local College and E Local Government". Most incorrect responses seen were "A Local Hotel or B Local Restaurant".

This response was awarded 1 mark.

- 4 Identify **two** organisations that are most likely to use contract food service providers. 1
- A Local hotel
  - B Local restaurant
  - C Local college
  - D Local pub
  - E Local government



**Q5 (b) Targeted Specification Area: Learning Aim C1- Environmental Issues- Reducing Energy Consumption**

This question asked learners to give **two** examples of how Scott can reduce energy use in his hotel. Some learners repeated their response in 5 (a) and could not be credited for a repeat answer.

This response was awarded 2 marks.

(b) Give **two** examples of how Scott can reduce energy use in his hotel.

(2)

1. ~~Scott~~ Use energy efficient appliances (eg. energy saving bulbs)
2. put a limit on water temperature so that boilers use less energy.

This response was awarded 2 marks.

Although the response is different from the response above they are both correct.

(b) Give **two** examples of how Scott can reduce energy use in his hotel.

(2)

1. Scott could get sensoral lights, so when there's no-one in the corridors he switch off.
2. He could ask his costumers to ~~put~~ only put towels in the bath when he need washing.

(Total for Question 5 = 3 marks) **3**

**Q6 (a) Targeted Specification Area: Learning Aim A.2- Business Ownership**

This question tested the learner's knowledge of different types of business ownership. Most learners were able to gain one mark from this question.

Only a small percentage of learners gained no marks. This question has been asked in previous papers and is a L1 recall question.

This response was awarded 1 mark.

**6 (a) Bonnie and Jack own a hospitality business. They own the business as a limited company.**

**Give one other way a hospitality business can be owned.**

**(1) 1**

Partnership

This response was awarded 0 marks.

**Give one other way a hospitality business can be owned.**

**(1) 0**

Rent ed.

**Q6 (b) Targeted Specification Area: Learning aim A.2- Business Ownership**

This question was designed to test a specific term from the specification which was in the stem of 6(a). Few learners responded as expected to this question. Responses showed a split between learners who understood the term gaining two marks and those who did not, gaining no marks.

In responses seen- that were not awarded- learners gave advantages of their incorrect response given in 6(a). This question is an example of learners not reading the question correctly.

This response was awarded 2 marks.

(b) Give **two** advantages to Bonnie and Jack of owning the business as a limited company.

(2) 2

- 1 ~~tax~~ Limited companies are usually taxed less - so more money can go into other areas of the business.
- 2 Owners are only liable for debts in relation to the amount of money they have invested - and would not be obliged to give personal possessions to repay business debts.

(Total for Question 6 = 3 marks) **3**

This response was awarded 0 marks.

(b) Give **two** advantages to Bonnie and Jack of owning the business as a limited company.

(2) 0

- 1 No debts.
- 2 make staff and less work.

**Q7 (a) Targeted Specification Area: Learning Aim B.1-  
Maintaining Standards at Staff Level.**

This question was designed to test learners knowledge on personal hygiene. It is a well tested area of the specification and has been tested in most papers. It was worth one mark which most learners gained.

This response was awarded 1 mark.

**7 (a) Hospitality businesses must maintain high standards of hygiene in all areas.**  
Give **one** way staff can personally contribute to maintaining hygiene. (1) 1

Always ~~wash~~ having their hair up  
or in a hair net. ~~if it is long.~~

This response was awarded 1 mark.

**7 (a) Hospitality businesses must maintain high standards of hygiene in all areas.**  
Give **one** way staff can personally contribute to maintaining hygiene. (1) 1

If they can wash there hands

**Q7 (b) Targeted Specification Area: Learning Aim B.1- Controlling Staff**

This question was written to test the learners understanding of the hygiene standards required by a hospitality business. It has been tested in previous papers and learners responded well to the question.

The most common response seen was linked to posters and signs.

This response was awarded 1 mark.

(b) Give **one** way the owner of a hospitality business can ensure that staff are aware of the hygiene standards required by the business.

Putting up ~~signs~~ <sup>and posters</sup> signs around the kitchens to remind staff of what to do. (1) 1

The response below highlighted an issue were learners were confused between environmental hygiene ratings and business standards.

This response was awarded 0 marks.

(b) Give **one** way the owner of a hospitality business can ensure that staff are aware of the hygiene standards required by the business.

The staff ratings tells if you need to be more hygienic. (1) 0



**Q9 Targeted Specification Are: Learning Aim C.1- Disposables**

This item was expected to perform well with learners being asked to give two advantages for a business of using disposable packaging. This area of the specification has been tested in previous papers. Most learners only gained one mark for this question. Most marks were lost as the responses given were not linked to the business and were linked to the environment.

This response was awarded 2 marks.

9 Many hospitality businesses use disposable packaging to wrap food items. -

Give **two** advantages for a business of using disposable packaging.

- 1 When people litter with their disposable packaging people it is <sup>advertising</sup> promoting their business and getting their name out.
- 2 it can also allow people to eat on the go with their food and not have to sit in the restaurant which allows the business to have more customers.

(Total for Question 9 = 2 marks) 2

This response was awarded 1 mark.

9 Many hospitality businesses use disposable packaging to wrap food items. 1

Give **two** advantages for a business of using disposable packaging.

- 1 Cheaper
- 2 keeps it fresh

This response was awarded 0 marks.

9 Many hospitality businesses use disposable packaging to wrap food items. 0

Give **two** advantages for a business of using disposable packaging.

- 1 good for the environment.
- 2 doesnt make the bins smell of rotten food.



**Q10 Targeted Specification Area: Learning Aim C.1- Ethical Issues**

This question required learners to understand the advantages of using fair trade products. Learners were asked to explain one advantage.

The item was answered well with learners explaining within their response that allowed a high percentage of learners to achieve full marks.

This response was awarded 2 marks.

**10** Sanjay owns a vegetarian restaurant. He only wants to use fair trade products in the restaurant.

2

Explain **one** disadvantage for Sanjay of only using fair trade products.

Fair trade is more expensive which would lead to less profit.

This response was awarded 1 mark.

**10** Sanjay owns a vegetarian restaurant. He only wants to use fair trade products in the restaurant.

1

Explain **one** disadvantage for Sanjay of only using fair trade products.

He won't get a wide range of options to choose from and it might not be local which would be wasting money.



### Q11 Targeted Specification Area: Learning Aim A.3- Personal Services

This question asked learners to explain two ways a personal services organiser will offer a service that will benefit the hotel.

This question was generally answered to a high standard with learners able to identify benefits for the hotel.

This response was awarded 4 marks.

**11 The South Bank is a luxury boutique hotel that wants to attract wealthy guests.** 4

In order to attract this type of guest, the hotel is introducing a personal services organiser.

Explain **two** ways that offering this personal service will benefit the hotel.

1. It could become a new USP and make them stand out from their competitors, which can result to new potential customers.
2. This service will reach the customer's wants and needs leading to them being satisfied and promoting customer loyalty.

This response was awarded based on the learner giving two ways but only way correctly.

This response was awarded 3 marks.

**11 The South Bank is a luxury boutique hotel that wants to attract wealthy guests.** 3

In order to attract this type of guest, the hotel is introducing a personal services organiser.

Explain **two** ways that offering this personal service will benefit the hotel.

1. It will create a good reputation for the hotel attracting more customers increasing profit
2. ~~It will create a good reputation for the hotel attracting more customers increasing profit~~ It is unique to that hotel and no other ones will have it close by making it the first picked hotel and upping star ratings

This was an incorrect response and was awarded 0 marks.

**11** The South Bank is a luxury boutique hotel that wants to attract wealthy guests.

0

In order to attract this type of guest, the hotel is introducing a personal services organiser.

Explain **two** ways that offering this personal service will benefit the hotel.

1 more customers will want to come and try this out. gaining new customers.

2 Earning more money because you are trying new adventures for your customers.

**Q12 Targeted Specification Area: Learning Aim C.1- Changes in Marketing or Promotions**

This item required learners to explain two ways a restaurant could adapt the way it advertises its products and services. Learners were asked to explain **two** advantages for the Village Bistro of using a website and social media to advertise its products and services.

Learners responded well to this question showing understanding of the subject and were able to achieve the higher marks.

This response was awarded 4 marks.

**12** The Village Bistro has traditionally advertised its products and services in the local newspaper and by posting flyers through doors.

The owner has decided to set up a website and use social media for advertising instead.

Explain **two** advantages for the Village Bistro of using a website and social media to advertise its products and services.

1 it can allow them to reach a wider audience because not everyone reads a newspaper but everyone uses the internet. Its also because the ~~newspapers~~ newspapers would be handed out locally but a website can be accessed by anyone.

2 It will allow a message to be spread faster to their customers. The business can instantly put up a post to advertise something going on at their business but it takes a couple days for a flyer to be made and handed out

(Total for Question 12 - 4 marks) **4**

This response was awarded 2 marks.

**12** The Village Bistro has traditionally advertised its products and services in the local newspaper and by posting flyers through doors.

2

The owner has decided to set up a website and use social media for advertising instead.

Explain **two** advantages for the Village Bistro of using a website and social media to advertise its products and services.

1 Website links can be shared easier on social media to friends and family than flyers and newspapers

2 Social media is more technical so more people are likely to read it than through a newspaper or flyers

This response was awarded 0 marks.

**12** The Village Bistro has traditionally advertised its products and services in the local newspaper and by posting flyers through doors.

0

The owner has decided to set up a website and use social media for advertising instead.

Explain **two** advantages for the Village Bistro of using a website and social media to advertise its products and services.

1 They get Promotions

2 Discounts can be made

**Q13 (a)  
Supplier**

**Targeted Specification Area: Learning Aim B.1- Types of**

This item asked learners to give two types of suppliers other than a daily market list. The learners responded well to this question with a high percentage achieving top marks.

The most common response seen were wholesaler, retail and cash and carry. This question is a L1 recall question and has been asked in previous papers and was expected learners could answer with positive results.

This response was awarded 2 marks.

13 (a) Give **two** other types of supplier that the chef could use.

(2) 2

1 Company nominated supplier

2 wholesaler

This was a common response where marks could not be awarded for shop names as it was required that the learner identify types of suppliers and not suppliers themselves.

This response was awarded 1 mark.

13 (a) Give **two** other types of supplier that the chef could use.

(2) 1

1 wholesales

2 COSCO.

**Q13 (b) Targeted Specification Area: Learning Aim B.1- Advantages of Types of Supplies**

This item asks learners to explain one advantage of the chef using a daily market list to buy all the ingredients for the dishes on the specials boards. Learner showed little understanding of the term that was being tested.

Most learners thought a daily market list was a street market. This question is an example of all the specification having to be taught to learners and it is advised that centre deliver the full range of the unit specification.

This response was awarded 2 marks.

(b) Explain **one** advantage of the chef using a daily market list to buy all the ingredients for the dishes on the specials boards. (2) 2

A daily market has fresh produce daily which ensures that <sup>their food</sup> ~~it is~~ of the highest quality. This is because it hasn't been around for many days which reduces the chance of it going ~~up~~ <sup>off</sup>.

(Total for Question 13 = 4 marks) 4

This response was awarded 0 marks.

(b) Explain **one** advantage of the chef using a daily market list to buy all the ingredients for the dishes on the specials boards. (2) 0

Reduces Carbon Foot print

#### Q14 Targeted Specification Area: Learning Aim C.1- Development of new product

This question has been tested in previous papers and it performed as expected. Learners were asked to explain two ways the owner could change the dishes offered on the specials boards to adapt to healthy eating trends.

This question performed as expected with some learners explaining two ways and some learners explaining one way.

This response was awarded 4 marks.

**14** The owner has discovered that some customers want a wider range of healthier alternatives on the menu. 4

Explain **two** ways the owner could change the dishes offered on the specials boards to adapt to healthy eating trends.

1 They could give vegetarian options of the meals that they offer. This is healthier as they would be using more vegetables and to create the dishes and to create the same flavours.

2 They could change the way that the cook certain products eg. baking instead of deep frying. This reduces the fat and oil on their products which makes them healthier.



In this response learners were not awarded marks for the second point as it was a repeat of the first point.

The response was awarded 2 marks.

**14** The owner has discovered that some customers want a wider range of healthier alternatives on the menu. 2

Explain **two** ways the owner could change the dishes offered on the specials boards to adapt to healthy eating trends.

1 you can cook things in a healthier way, for example grill chicken not fry it

2 use less fatty foods in the dishes and exchange them for a healthier alternative

The mark awarded in this response was for the salad or vegetables but no expansion point was given. Marks could be awarded for healthier as it is in the question.

This response was awarded 1 mark.

Explain **two** ways the owner could change the dishes offered on the specials boards to adapt to healthy eating trends.

1 option of salad or vegetables on the side of any dish.

2 Starters that are much healthier.



**Q15 Targeted Specification Area: Learning Aim B.1- Factors that on GP-waste/use of standard recipes.**

This question did not perform to the expected standard as learners showed limited understanding of the question. The question asked learners to explain how using standard recipes would improve the profits for the restaurants.

It was expected that learners would identify how the operation of the restaurants would run smoother as a result of standard recipes

There were some responses that copied the question in the answer and could not be awarded marks.

This response was awarded 4 marks.

Explain **two** ways that using standard recipes would help the owner improve profits at the restaurant.

1. Standardising recipes should result in ~~more~~ <sup>the optimal</sup> efficiency of kitchen staff, who would be aware of exact ingredient quantities & cooking times - allowing ~~it~~ <sup>dishes</sup> to be prepared more quickly.

2. Standard recipes <sup>which would increase food output & the amount of customers served, resulting in higher profits</sup> should improve the consistency of dishes, which would attract more customers as they would be aware of & confident with <sup>consistent</sup> the quality of dishes.

(more customers would result in increased profits)

(Total for Question 15 = 4 marks) **4**

This item was awarded 0 marks.

**15** The owner at the restaurant wants to improve profits by using standard recipes. These will help reduce wastage, help with stock control and ensure that all portion sizes are correct.

0

Explain **two** ways that using standard recipes would help the owner improve profits at the restaurant.

1. more people will eat standard food and for a high price.

2. Everyone eats standard food so with everyone ~~is~~ eating this there will be no wastage.

**Q16 Targeted Specification Area: Learning Aim B.1- Factors that impact on GP- meaning costs and revenue.**

The final question on the paper performed better than expected, as historically the 8 mark questions under performed. A high percentage of learners wrote an extended response to the question which is what is required when asked to discuss.

Few learners listed responses with most learner's discussion the question. This item asked learners to discuss how the owner of a hotel can make changes to improve customer ratings. The question led learners to focus on the quality of food and customer service.

This response was awarded 7 marks at Level 3.

16 A country hotel has 20 bedrooms, a bar and a restaurant. The owner of the hotel has recently received a number of complaints from customers about the quality of the food and service received.

7

Discuss how the owner can make changes to improve the customer ratings of his hotel.

In order to improve the quality of services provided, the hotel could increase the quantity of staff to ensure that all maintenance, <sup>Kitchen,</sup> and general tasks are completed in a timely fashion. Additionally, they could provide employees with more staff training days, as well as longer induction periods - to allow them to more confidently ~~see~~ complete work which should boost their morale as well as improve the quality of service provided.

Secondly, dishes provided at the restaurant could be standardised, resulting in ~~an~~ the improved consistency of dishes as well as proper portion control which should appeal to customers as they would receive consistent ~~se~~ dishes - of which they would be confident in the quality.

They might also consider buying locally sourced produce in order to provide customers with fresher food (which would especially appeal to environmentally conscious customers who would commend the reduction of food mileage / carbon <sup>foot print</sup> ~~foot prints~~) and would make dishes more desirable due to the increased freshness of ~~the ingredients~~ <sup>ingredients</sup>.

Also, staff performance could be monitored to ensure that they are providing adequate services for customers. By monitoring and identifying poor staff performance they could pinpoint specific areas for improvement and ~~take~~ take the correct action to combat any inadequacies<sup>←</sup>, in order to resolve the customers displeasure with services provided by staff.

Lastly, they may wish to create additional services which could <sup>partially</sup> ~~partly~~ compensate for inadequacies in other areas. For example, they could offer spa treatment or room service in order to improve customers experience at the hotel which should result in ~~a~~ higher ratings & better reviews.

(Total for Question 16 = 8 marks) **7**

This response was awarded 4 marks at Level 2

16 A country hotel has 20 bedrooms, a bar and a restaurant. The owner of the hotel has recently received a number of complaints from customers about the quality of the food and service received.

Discuss how the owner can make changes to improve the customer ratings of his hotel.

The owner could change the menu's in the restaurant so the food is different and the customers could have better food which would boost the food rating. He could also have offers in the bar and restaurant so the customers feel like there getting more out of their stay in the hotel. The could put personal service in place so the customers get the best treatment. He also needs to make sure that his staff are doing everything correct and treating the customers right, if they are not up to standards he needs to send them to re-train and do more specific training. To improve the services, he would need to ensure ~~ask~~ there is always a member of staff to offer support or help to a customer when needed at anytime of the day or night. This would improve the customer views and hotel rating because he is providing efficient customer service and making sure the customer needs come first and are the most important thing.

- more <sup>stuff in</sup> bedrooms  
- make sure the bar area has enough seats  
- room service  
- make sure his staff are right  
- bar restaurant offer



To provide extra customer service the owner could organise events such as karaoke, bingo, disco's that would provide entertainment and give the customers something to do. As well as this, he could organise activities for all the customer in and around the hotel because in the country there won't be much to do so the hotel should provide the fun for example, sport activities, bike hire, hikes. It will improve the customer and hotel rating because the customers will feel like the business cares about them and have done extra to ensure they enjoy their stay at the hotel.

(Total for Question 16 = 8 marks) **4**

This learner was able to achieve 4 marks as they elaborated on some points of their discussion, building on ideas to enter the Level 2 mark range.

## Summary

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.
- Learners should be encouraged to write within the correct area for each question to ensure the examiner fully has access to the responses and the context they are written.



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