

MARK SCHEME (STANDARDISED)

JANUARY 2018

**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 <ul style="list-style-type: none"> <input type="checkbox"/> C - Hostel <input type="checkbox"/> D - Halls of residence 	2

Question Number	Answer	Mark
2	Award one mark for <ul style="list-style-type: none"> <input type="checkbox"/> A - Loans <input type="checkbox"/> D - Financial advice 	2

Question Number	Answer	Mark
3	Award one mark for taxis, trains, airplanes, buses, flights, up to a maximum of 2 marks. Do not accept personal modes of transport.	2

Question Number	Answer	Mark
4	Award one mark for <input type="checkbox"/> C - Local college <input type="checkbox"/> E - Local government	2

Question Number	Answer	Mark
5a	Award one mark for <ul style="list-style-type: none"> • use renewable energy sources • recycling • reducing waste • buy goods locally Accept any other appropriate response.	1

Question Number	Answer	Mark
5b	Award one mark for any of the following up to a maximum of two marks. <ul style="list-style-type: none"> • use energy saving light bulbs • use key cards for electricity in rooms • turn off appliances when not in use • put lights on timers • lower the heating temperature • ask guests to reuse towels Accept any other appropriate response.	2

Question Number	Answer	Mark
6a	Award one mark for any of the following: <ul style="list-style-type: none"> • sole traders • partnerships • franchises • in-house • outsourced Accept any other appropriate response.	1

Question Number	Answer	Mark
6b	Award one mark for any of the following, up to a maximum of two marks. <ul style="list-style-type: none"> • pay less tax • business is a distinct entity • limited liability • name protected • easier to raise finance Accept any other appropriate response.	2

Question Number	Answer	Mark
7a	<p>Award one mark for</p> <ul style="list-style-type: none"> • appropriate and clean personal presentation • adherence to dress code • adherence to cleaning guidelines • keeping personal work spaces clean <p>Accept any other appropriate response including any example of the maintenance of personal hygiene.</p>	1

Question Number	Answer	Mark
7b	<p>Award one mark for identifying a reason, up to a maximum of one mark.</p> <ul style="list-style-type: none"> <input type="checkbox"/> training <input type="checkbox"/> inductions <input type="checkbox"/> supervising staff <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8	<p>Award one mark for identifying a reason, up to a maximum of two marks.</p> <p>A business must ensure that all staff are promoted on merit (1) as a result of formal performance reviews (1)</p> <p>All staff must be aware of the criteria for promotion (1) to ensure that all have equal access (1)</p> <p>All staff should be given equal opportunities (1) to comply with the law</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
9	<p>Award one mark for identifying a reason, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • cheaper • no breakages • no washing up • easy to store • allow for takeaway items • good range of items <p>Do not accept 'because they are disposable'.</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of two marks.</p> <p>There may be a lack of suppliers (1) meaning Sanjay may not be able to source all the items for his menu (1)</p> <p>The quality of the fair trade may not be acceptable (1) the range of fair trade produced items may be limited (1) meaning Sanjay has to find alternative suppliers</p> <p>The price of fair trade items may be expensive (1) meaning Sanjay may have to raise his prices (1)</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
11	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of four marks.</p> <p>Procurement of personal service appeals to the ego of the customer (1) resulting in repeat business (1)</p> <p>The hotel creates a USP (1) ensuring it is competitive in the marketplace (1)</p> <p>Guests will recommend the service/hotel to their friends (1) resulting in an increase in business (1)</p> <p>The hotel can form partnerships with suppliers, e.g. theatres (1) this can ensure the promotion of the hotel's reputation (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
12	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of four marks.</p> <p>The internet will allow the bistro to reach a larger audience than other promotional methods (1) which means that the bistro can draw customers from a wider area than previously (1)</p> <p>Internet promotions can be cheaper than traditional promotional methods (1) allowing more budget for promotions (1)</p> <p>The internet allows potential customers to browse products and services at all times (1) this means that the bistro is 'always open' and customers are able to place orders (1)</p> <p>Emails allow the hotel to respond to the customer quickly (1) this ensures that a business deal can be closed immediately (1)</p> <p>More ethical way to advertise saving on paper waste (1) saving money for the company as well (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
13a	<p>Award one mark for identifying a reason, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • wholesale • retail • specialised • local • national • cash and carry • company nominated suppliers <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
13b	<p>Award one mark for identifying a reason, up to a maximum of two marks.</p> <p>The chef can select the cheapest produce on the list (1) ensuring that profit margins are maintained (1)</p> <p>The chef can buy fresh seasonal ingredients (1) to maintain interest in the specials boards (1)</p> <p>The chef can buy fresh seasonal ingredients, which because they are seasonal are usually cheaper and of good quality (1)</p>	2

Question Number	Answer	Mark
14	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of two marks each.</p> <p>Offer more salad/fresh vegetables (1) to reduce fat content (1)</p> <p>Offer a selection of sharing plates, child, pensioner meals (1) smaller portions (1)</p> <p>Menus include calorie count/fat content (1) so that customers are fully informed (1)</p> <p>Increase range of side dishes (1) to encourage healthier choices</p> <p>Dishes should be cooked using healthier methods such as grilling and poaching rather than frying (1) to reduce fat and calorie content (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
15	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of two marks each.</p> <p>Easy to review costs for each dish (1) so the prices can be changed to reflect any fluctuation in market prices (1)</p> <p>Ensures the consistent quality of dishes (1) which will encourage repeat/more business (1)</p> <p>Staff can work more independently (1) so less cost for supervision (1)</p> <p>Staff can work more efficiently (1) so the restaurant can take on more business/so less staff required (1)</p> <p>Accept any other appropriate response.</p>	4

Indicative Content	
<p>Staff issues -</p> <p>Ensure all staff undergo new training</p> <p>Introduce mystery customers who can feedback to the owner about staff performance.</p> <p>Introduce new policies and procedures including customer service procedures</p> <p>Monitor customer comment cards and feedback regularly and respond quickly to these.</p> <p>Introduce a new staff dress code.</p> <p>Retrain kitchen staff</p> <p>Review quality of food products and suppliers Review menus and menu choices to ensure wide variety</p> <p>Promotional opportunities –</p> <p>Advertise the new menu to promote the hotel</p> <p>Introduce a customer incentive scheme</p> <p>Constantly market and respond to new trends</p> <p>Introduce a new menu</p> <p>Redecorate and upgrade the hotel</p>	

Level 0	No material worthy of credit
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>
Level 2 4-6 marks	<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>
Level 3 7-8 marks	<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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Llywodraeth Cymru
Welsh Assembly Government



ALWAYS LEARNING

