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Centre Number		Learner Registration Number							
Pearson BTEC Level 1/Level 2 First Award		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Hospitality

Unit 1: Introducing the Hospitality Industry

Tuesday 9 January 2018 – Morning Time: 1 hour 15 minutes	Paper Reference 21541E
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You do not need any other materials.	Total Marks
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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 **two** hospitality businesses that provide accommodation.

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

(Total for Question 1 = 2 marks)

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

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

(Total for Question 2 = 2 marks)

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

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(Total for Question 3 = 2 marks)

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4 Identify **two** organisations that are most likely to use contract food service providers.

- A Local hotel
- B Local restaurant
- C Local college
- D Local pub
- E Local government

(Total for Question 4 = 2 marks)

5 (a) Scott wants his hotel to operate in a way that helps minimise the damage to the environment. One way he can do this is by reducing the hotel's energy use.

Give **one** other action Scott can take within the business to help minimise the damage to the environment.

(1)

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

(2)

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(Total for Question 5 = 3 marks)

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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)

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

(2)

1

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2

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(Total for Question 6 = 3 marks)

7 (a) Hospitality businesses must maintain high standards of hygiene in all areas.

Give **one** way staff can personally contribute to maintaining hygiene.

(1)

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

(1)

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(Total for Question 7 = 2 marks)

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8 All hospitality businesses must provide equal opportunities for staff.

Explain **one** way a hospitality business can provide equal opportunities for its staff.

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(Total for Question 8 = 2 marks)

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

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

1

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2

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(Total for Question 9 = 2 marks)

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

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

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(Total for Question 10 = 2 marks)

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

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

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(Total for Question 11 = 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.

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(Total for Question 12 = 4 marks)

TOTAL FOR SECTION A = 30 MARKS

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SECTION B

Best of British is a restaurant that specialises in offering British produce in the dishes on its menu. The restaurant uses specials boards, which change daily. The chef currently purchases all his ingredients from a daily market list.

The restaurant is very popular and is fully booked most days. Despite its popularity, the restaurant is not making a profit and the owner is investigating why.

Use the information given above to answer Questions 13–15 below.

13 (a) Give **two** other types of supplier that the chef could use. (2)

1

2

(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)

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(Total for Question 13 = 4 marks)

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

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

1

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2

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(Total for Question 14 = 4 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.

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

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(Total for Question 15 = 4 marks)

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(Total for Question 16 = 8 marks)

TOTAL FOR SECTION B = 20 MARKS

TOTAL FOR PAPER = 50 MARKS



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