



January 2018

Level 2 BTEC First in Hospitality

**Unit 9: How the Hospitality Industry
Contributes to Healthy Lifestyles
(21617E)**

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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 9: Introducing the Hospitality Industry Contributes to Healthy Lifestyles January 2018

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	10	20	30	40

Introduction

This report has been written by the lead examiner for the BTEC Unit 9: How the Hospitality Industry Contributes to Healthy Lifestyles.

It is designed to help you understand how learners performed overall in the exam. For each question there is a brief analysis of learner responses. You will also find example learner answers where these help to provide additional guidance as to indicative responses.

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

Introduction to the Overall Performance of the Unit

This was the ninth examination series for BTEC Next Generation Hospitality. Overall, most learners attempted the majority of questions and they applied themselves very well to the range of questions being asked of them. This demonstrated good knowledge and understanding of How the Hospitality Industry Contributes to Healthy Lifestyles.

Learners appeared to be challenged, especially on the longer extended answer questions towards the end of the paper where learners should be able to provide reasoned and detailed justified answers. Good justification was given in some cases and learner's demonstration of knowledge, understanding and gathering of detailed information was detailed.

Learners can obtain marks on extended questions through demonstrating their knowledge and understanding of the unit content through recap, reflection and evaluation. The learners that performed well on the extended writing questions did so by applying their knowledge and understanding to the given context or scenario where answers demonstrated their ability to synthesise knowledge.

There was a distinct difference between 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 and those who could not. This is particularly important where questions ask learners to "explain" something where two marks are possible for each part of the answer and learners only listed points with no expansion

The extended answer question overall at the end of the paper was answered well by a number of learners however some learners listed a response and did not expand on this demonstrating their lack of knowledge and understanding of the unit content being assessed. Also their inability to understand the command verbs used to determine what evidence is required for the response. Teachers should encourage learners to look at the level based grid in the mark scheme in preparation for these extension questions.

The opportunity to all learners to develop their exam technique through appropriate practice examinations. This may help to avoid common errors, such as the repeat of given examples and misreading command verbs in the extended answer questions. Some consideration and possibly noting down of key points prior to writing the answer would be beneficial if learners have difficulty in structuring an extended writing answer. This may assist them to apply their knowledge and understanding to the given command verb and to develop their answers.

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.

Individual Questions

Q1

Targeted Specification Area: Learning Aim A2

This question was not well answered, with the majority of learners only able to name one mineral found in a healthy diet and gaining one mark out of the possible two available as detailed below:

This response was awarded 1 mark.

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 Minerals are an essential part of a healthy diet.

Name **two** minerals that are found in a healthy diet.

- 1 protein should be found in a healthy diet as healthy bones
- 2 Iron should be in the diet as its for your cells

Although it was simple recall from a part of the specification there was confusion amongst learners as they often gave answers relating to macronutrients and not micronutrients as detailed above and below:

This response was awarded 0 marks.

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 Minerals are an essential part of a healthy diet.

Name **two** minerals that are found in a healthy diet.

- 1 Fibre fibre
- 2 carbohydrates

This response was awarded 0 marks.

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 Minerals are an essential part of a healthy diet.

Name **two** minerals that are found in a healthy diet.

1 protein

2 fruit and vegetables

Some learners did gain full marks with calcium being the most popular response, as shown in the response below.

This response was awarded 2 marks.

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 Minerals are an essential part of a healthy diet.

Name **two** minerals that are found in a healthy diet.

1 Calcium

2 iron

Q2

Targeted Specification Area: Learning Aim A3

For this question learners were required to identify the two dishes that were a main source of protein from the answers provided. A high volume of learners gained at least 1 mark.

Where learners only gained the one mark it was for the identification of the correct answer A – Lamb Casserole as detailed below:

This response was awarded 1 mark.

2 Which **two** of these dishes are a main source of protein?

- A** Lamb casserole
- B** Stewed apples with custard
- C** Vegetable stir-fry
- D** Baked potatoes
- E** Ham and cheese omelette

This response was awarded 2 marks.

2 Which two of these dishes are a main source of protein?

- A** Lamb casserole
- B** Stewed apples with custard
- C** Vegetable stir-fry
- D** Baked potatoes
- E** Ham and cheese omelette

Q3a

Targeted Specification Area: Learning Aim A4

The majority of learners were required and able to gain the one mark available by correctly giving one reason why people might be on a healthy low – sugar diet. The most common response give was diabetes as detailed below:

This response was awarded 2 marks.

3 (a) Give one reason why people might be on a healthy low-sugar diet.

(1)

Because they might have diabetes.

This response was awarded 2 marks.

3 (a) Give one reason why people might be on a healthy low-sugar diet.

(1)

High Sugar will be cause health problem
such as diabetes that's why people take low sugar

Where learners gained no marks, they often gave random responses not specific to the question as detailed below:

This response was awarded 0 marks.

3 (a) Give one reason why people might be on a healthy low-sugar diet.

(1)

To reduce the risks of illnesses.

Q3b

Targeted Specification Area: Learning Aim A5

This question was answered well with the majority of learners able to give two types of food that are high in sugar, gaining the two marks available as detailed below:

This response was awarded 2 marks.

(b) Give two types of food that are high in sugar.

(2)

1 one type of food is chocolate bars

2 Another type of food is packets of sweets

This response was awarded 2 marks.

(b) Give two types of food that are high in sugar.

(2)

1 Chocolate

2 Biscuits

Where learners only gained 1 mark they identified chocolate most of time as the correct answer, this was the most common response for the question as detailed below;

This response was awarded 1 mark.

(b) Give **two** types of food that are high in sugar.

(2)

- 1 chocolate
- 2 ~~the~~ carrots

Q4

Targeted Specification Area: Learning Aim A1

This question was not answered well with the majority of learners only able to name one mineral found in a healthy diet and gaining one mark out of the possible two available as detailed below:

This response was awarded 1 mark.

Name **two** types of food that contain vitamin D to help with this deficiency.

- 1 banana
- 2 water

Where learners gained no marks, they often gave random responses not specific enough to the question. Meat was commonly named but not specifically red meat resulting in no marks awarded as detailed below:

This response was awarded 0 marks.

Name **two** types of food that contain vitamin D to help with this deficiency.

- 1 ~~the~~ cheese
- 2 meat

L

earners also failed to gain marks as they often gave responses relating to various fruit and vegetables containing other vitamins and not specific to vitamin D as detailed below:

This response was awarded 0 marks.

Name **two** types of food that contain vitamin D to help with this deficiency.

1. fruits - apples, bananas, pears
2. vegetables - cabbage, carrots, kale

This response was awarded 2 marks.

Name **two** types of food that contain vitamin D to help with this deficiency.

1. Sardines (Fish)
2. ~~Beef~~ Beef

Candidates should be encouraged to fully read and understand the question and provide a response from the appropriate perspective.

Centres can reduce this type of error by encouraging learners to read exam questions carefully and by including exam technique sessions in the run up to the exam series.

Centres should ensure that the full specification is taught to learners, and that the importance of reading questions fully is taught through exam technique

Q5
A1

Targeted Specification Area: Learning Aim

This question was multiple-choice and proved accessible to the majority of learners where they were required and able to identify two reasons why people are becoming more interested in leading a healthy lifestyle. This was through recall from a part of the specification for two marks.

This response was awarded 2 marks.

5 Identify two reasons why people are becoming more interested in leading a healthy lifestyle.

- A To save money**
- B To increase their lifespan**
- C To support local hospitality businesses**
- D To improve their emotional wellbeing**
- E To increase supermarket profits**

Q6a
Aim A5

Targeted Specification Area: Learning

This question was accessible to learners, with the majority able to identify two reasons why the contents of the food was unhealthy

The most popular answers were high in fat or high in sugar as shown below:

This response was awarded 2 marks.

(a) Identify **two** reasons why the contents of this type of food are unhealthy.

- (2)
- 1 High in sugar which makes it unhealthy.
 - 2 The food is high in fat.

This response was awarded 2 marks.

(a) Identify **two** reasons why the contents of this type of food are unhealthy.

(2)

- 1 Alcohol contains a high amount of sugar
- 2 the pork and pancake roll will provide alot of ~~protein~~ fat.

Where learners did not gain any marks they gave random responses that did not corrently answer the question.

This response was awarded 0 marks.

(a) Identify **two** reasons why the contents of this type of food are unhealthy.

(2)

- 1 Takeaway in itself is very unhealthy.
- 2 The 2 cans of Strong Lager is also very bad.

Q6b**Targeted Specification Area: Learning Aim A5**

This question was accessible to learners with the majority able to give two types of health problems that could arise for John if he continues to consume the diet regularly.

The most popular answers were obesity and heart disease as shown below:

This response was awarded 2 marks.

(b) Give **two** types of health problems that could arise for John if he continues to consume the above diet regularly.

(2)

1. He could develop heart disease due to the sweet and sour pork being high in fat
2. He could also develop obesity if this heavy diet is not balanced out with exercise

This response was awarded 2 marks.

1. could develop obesity from all the fats in the food
2. Could develop severe health problems such as heart disease where there is fat surrounding the heart too much

(Total for Question 6 = 4 marks)

Q7a

Targeted Specification Area: Learning Aim A4

This question had a mixed response, with the many learners not able to identify one associated concept that should be considered when purchasing the ingredients for the menu

Where learners gained no marks, they often gave responses relating to health/healthy. As healthy eating was detailed in the question so no marks were awarded for this response as detailed below;

This response was awarded 0 marks.

(a) Identify **one** associated concept that should be considered when purchasing the ingredients for this menu.

(1)

Make sure its healthy

This response was awarded 0 marks.

(a) Identify **one** associated concept that should be considered when purchasing the ingredients for this menu.

(1)

that they are not over loaded with unhealthy options

Where learners gained the one mark available, the most popular response given was fresh and organci as detailed below:

This response was awarded 1 mark.

(a) Identify **one** associated concept that should be considered when purchasing the ingredients for this menu.

(1)

Fresh and organic

This response was awarded 1 mark.

(a) Identify **one** associated concept that should be considered when purchasing the ingredients for this menu.

(1)

are the ingredients organic.

Q7b

Targeted Specification Area: Learning Aim B2

This question was well answered, with the majority of learners able to identify two pieces of information that need to be shown on the packaging gaining the two marks available as detailed below:

Where learners gained the two marks available, the most popular response given was use-by-date or best before date as detailed below:

This response was awarded 2 marks.

(b) Identify **two** pieces of information that need to be shown on his packaging.

(2)

1 They need to have what it contains - so like what ingredients they have used.
2 The run out date - so then people can see if it is in date and hasn't gone off - or mouldy.

This response was awarded 2 marks.

(b) Identify **two** pieces of information that need to be shown on his packaging.

(2)

1 The use-by date should be shown.
2 The ingredients in case his buyers are allergic to something.

Where learners gained no marks, they often gave random responses not specific enough to the question or answers that did not apply to the content.

This response was awarded 0 marks.

(b) Identify **two** pieces of information that need to be shown on his packaging.

(2)

1. Shop name and address.

2. What kind of food they offer.

Q7c

Targeted Specification Area: Learning Aim B2

This question was accessible to learners with the majority being able to gain the two marks available. The question asked learners to identify two possible advantages to the business of lowering the price of the healthier products.

The most popular responses were attracting more customers to the business and the increase in profit to the business as detailed below;

This response was awarded 2 marks.

(2)

1. It will encourage more customers to buy the healthier foods, which will earn the business more money.

2. It may increase the amount of customers that come to the shop.

This response was awarded 2 marks.

1. If the price of the healthier products were cheaper it will most likely attract the attention of more customers.

2. The business overall will make more money.

Q8**Targeted Specification Area: Learning Aim A4**

This question was not answered well with the majority of learners not able to give two reasons why the food could trigger an allergic reaction resulting in no marks awarded for a high number of responses.

Where learners gained no marks they often referred to prawns as fish and not shellfish. By giving random responses not specific enough to the question as detailed below learners failed to achieve marks on this question.

This response was awarded 0 marks.

Give **two** reasons why this food could trigger an allergic reaction.

1 High in sugar.

2 High in salt.

This response was awarded 0 marks.

Give **two** reasons why this food could trigger an allergic reaction.

1 Because ~~their~~ they are in packets so no one will know what's in them.

2 It could be that they could pick up a disease because it was brought.

Where learners gained 1 mark they often identified prawns as shellfish as the correct answer.

This response was awarded 1 mark.

Give **two** reasons why this food could trigger an allergic reaction.

1 Prawn Sandwiches could trigger an allergic reaction as it's a shellfish.

2 The food could trigger an allergic reaction as the food and drinks will work together to

(Total for Question 8 = 2 marks)

Where learners gained the two marks available the second most popular response given was identifying cheese and linking it to a dairy product as detailed below:

This response was awarded 2 marks.

Give **two** reasons why this food could trigger an allergic reaction.

- 1 The Prawn Sandwiches could trigger a Shellfish allergic reaction.
- 2 The cheese Sandwiches could trigger ~~ex~~ a dairy allergic reaction.

This response was awarded 2 marks.

Give **two** reasons why this food could trigger an allergic reaction.

- 1 the cheese Sandwiches, because they are ~~dry~~ dairy.
- 2 the prawn Sandwiches, because they come under Shellfish.

Q9

Targeted Specification Area: Learning Aim B2

Within this question learners were required to state two other types of information a concierge could provide to guests. This item proved to be a challenge for learners with some only gaining one of the two marks available.

Many answers focused on activities within the hotel which did not relate to the duties of a concierge as detailed below.

This response was awarded 0 marks.

State **two** other types of information a concierge could provide to guests.

- 1 A concierge could provide room service in the hotel
- 2 A concierge could get a swimming pool and some other sports for people who are in the hotel.

Where learners gained 1 mark they often identified where to eat / drink as the correct answer, this was the most common response for the question as detailed below;

This response was awarded 1 mark.

State **two** other types of information a concierge could provide to guests.

- 1 concierge could inform about near by healthy restaurants.
- 2

Where learners gained the full two marks available, the popular responses given was what to see and do / visit as detailed below:

This response was awarded 2 marks.

State **two** other types of information a concierge could provide to guests.

- 1 The Restaurants that they may want to go to.
- 2 Where the best places to visit are.

Candidates should be encouraged to fully read and understand the question and provide a response from the appropriate perspective.

Centres can reduce this type of error by encouraging learners to read exam questions carefully and by including exam technique sessions in the run up to the exam series.

Centres should ensure that the full specification is taught to learners, and that the importance of reading questions fully is taught through exam technique

Q10

Targeted Specification Area: Learning Aim A5

This question was accessible to learners with the majority able to explain one kind of health-related problem that could occur in the future as a result of this lifestyle.

Where learners gained the two marks available the most popular response given was identifying health related problems due to poor diets and the consumption of high levels of caffeine as detailed below;

This was awarded 2 marks.

Explain **one** kind of health-related problem that could occur in the future as a result of this lifestyle.

They could get obese as they are just eating fat foods and not balancing their diet which could lead them getting obese and then developing a heart attack.

Where learners gained 1 mark they often did not expand on their answers, for example lack of regular eating pattern / poor diet has been identified however no expansion and explanation has been given as detailed below;

This response was awarded 1 mark.

Explain **one** kind of health-related problem that could occur in the future as a result of this lifestyle.

their NOT having a balanced meal ITS JUST work from like 7am-7pm or later and NO breakfast, lunch or dinner ITS JUST Snack work Snack work finish

Where learners gained no marks they often gave random responses not specific enough to the question as detailed below:

This responses was awarded 0 marks.

Explain **one** kind of health-related problem that could occur in the future as a result of this lifestyle.

One health-related problem could be in the future, is well-being, their well-being and self-esteem will be low because of ~~to~~ now much time they would waste.

The ability to recognise the demands of a question with the 'explain' command word is an important part of a learner's exam technique. Being able to give a point and provide a detailed, linked development of that point is something that candidates should be encouraged to practice.

Q11

Targeted Specification Area: Learning Aim B3

This question proved accessible with many learners gaining at least two marks of the four marks available. The majority of marks were gained for identifying one way in which the location may pose constraints on the restaurant and expanding on the answer as detailed below;

This response was awarded 2 marks.

Explain **two** ways in which the location may pose constraints on his restaurant.

1 IF it is not a large size town it means there is not as many people to see and advertise it

2 IF the town is remote they may not want to try anything different.

This response below was mixed as one way was identified and expanded upon however the answer was repeated.

This response was awarded 2 marks

Explain **two** ways in which the location may pose constraints on his restaurant.

1 It is only a medium-sized town so there may not be many people that live locally who are a vegans.

2 If not many people are vegans he won't get many customers so he will be down on money and may not be able to keep it running for long.

The response as detailed below had one valid identification points, however the expansion point were not developed. Learners should be encouraged to practice writing linked responses as required by the command verb 'explain'.

This response was awarded 1 mark.

Explain **two** ways in which the location may pose constraints on his restaurant.

1. It likely that a lot of people are not vegan in that town.
2. hard to get constant produce.

Where learners gained no marks they often gave responses not relating to the question as detailed below:

This response was awarded 0 marks.

Explain **two** ways in which the location may pose constraints on his restaurant.

1. Gary should stated the constraints ^{closer} ~~in~~ ^{to} middle of the town, so that however the customers should come to town and would be attract to the restaurant.
- 2.

Q12**Targeted Specification Area: Learning Aim B4**

This question was accessible to learners with the majority being able to gain two of the four marks available. The question asked learners to explain two things that the hotel can do to minimise the likelihood of heat exhaustion.

The most popular answer related to the celebrity chef generating public interest leading to increased profit as shown below:

Where learners gained 2 marks they often did not expand on their answers. For example where 'ensure sufficient breaks and improve kitchen ventilation' was identified however expansion or explanation has been given as detailed below;

This response was awarded 2 marks.

Explain **two** things that the hotel can do to minimise the likelihood of heat exhaustion.

1. Let the staff take shifts having a break throughout the day.

2. Improve the air conditioning systems inside the kitchen.

This response was awarded 2 marks awarded.

Explain **two** things that the hotel can do to minimise the likelihood of heat exhaustion.

1. They could have lots of water and small breaks for a little bit.

2. They could have fans or air conditioning in the rooms.

Where learners gained the four marks available the responses given were sufficient breaks and ample fluids with the expansion point stated as detailed below;

This response was awarded 4 marks.

Explain **two** things that the hotel can do to minimise the likelihood of heat exhaustion.

1 Give the staff more breaks and time to relax and cool down.

2 Provide them with water to keep them hydrated throughout the day.

This was also a high performing response with the identification points being expanded upon and explained.

This response was awarded 4 marks.

Explain **two** things that the hotel can do to minimise the likelihood of heat exhaustion.

1 First of all, they could install a ventilation system to reduce the heat in the kitchen whilst cooking which would improve their health.

2 ~~For~~ Secondly, they could ensure that the staff often have breaks as well as drinking lots of water to ensure that they are hydrated.

Where learners gained no marks they often gave responses not relating to and not answering the question as detailed below:

This response was awarded 0 marks.

Explain **two** things that the hotel can do to minimise the likelihood of heat exhaustion.

- 1 ~~put~~ Put coolers in every room or most rooms so that customers will feel relaxed and comfortable.
- 2 Or don't have that many people and overise it, so that the owner doesn't get stressed.

Q13a

Targeted Specification Area: Learning Aim B2

This proved to be a very challenging question for a number of learners with few gaining the two marks available.

There was often confusion amongst learners as the majority were not able to explain one way a zero hour contract would be of benefit to employees.

This response was awarded 0 marks.

13 A delivery driver for a fast food outlet is employed on a zero hour contract.

(a) Explain **one** way in which a zero hour contract would be of benefit to employees.

(2)

Fast service to deliver the business

This response was awarded 0 marks.

13 A delivery driver for a fast food outlet is employed on a zero hour contract.

(a) Explain **one** way in which a zero hour contract would be of benefit to employees.

(2)

It could be a benefit for people who do not have the grades that they could need for another job.

There were many incorrect responses given that did not relate to the intention of the question being asked indicating that learners did not have knowledge of a zero hour contract. It is advisable the centres teach the learners about zero hour contracts as it is now prominent in the hospitality industry.

Where answers did gain a mark, limited response were given as detailed below.

This response was awarded 1 mark.

(a) Explain **one** way in which a zero hour contract would be of benefit to employees.

(2)

because they will be able to work how long they want.

This type of response above indicates that the learner has not fully read and understood the question. The concept of a zero hour contract has not been understood.

Many learners were confused by this term and may not have covered this part of the specification. Centres need to ensure that they teach the full range of the specification content, including key terms.

Centres should ensure that the full specification is taught to learners, and that the importance of reading questions fully is taught through exam technique

Q13b
Aim B2

Targeted Specification Area: Learning

This question challenged the learners with the majority not able to gain one of the two marks available. Many learners failed to explain one way in which a zero hours contract might be bad for their health.

This response was awarded 0 marks.

(b) Explain **one** way in which a zero hour contract might be bad for their health.

(2)

They will most likely become lazy and will probably turn to an unhealthy diet in attempt to beat boredom.

Again, there were incorrect answers given that did not relate to the intention of the question being asked, indicating that learners did not have knowledge of a zero hours contract or it is possible that the question was not read correctly

Centres should ensure that the full specification is taught to learners, and that the importance of reading questions fully is taught through exam technique

This response was awarded 0 marks.

(b) Explain **one** way in which a zero hour contract might be bad for their health.

(2)

They could have a certain type of disease also the employer does not know if they have any kind of medical reason.

Candidates should be encouraged to fully read and understand the question and provide a response from the appropriate perspective.

Centres can reduce this type of error by encouraging learners to read exam questions carefully and by including exam technique sessions in the run up to the exam series.

Centres should ensure that the full specification is taught to learners, and that the importance of reading questions fully is taught through exam technique

Q14

Targeted Specification Area: Learning Aim B1

This question proved to be a challenge to learners with little to no learners gaining the full 4 marks, with only a few being able to explain two reasons why many hospitals prefer to provide regenerated foods to patients.

Many of these answers have not been expanded upon as detailed below:

This response was awarded 0 marks.

14 Explain two reasons why many hospitals prefer to provide regenerated foods to patients.

1 because they want patients to ~~feel~~ ^{feel} better and healthier. so then they would have to deal with less patients

This response demonstrated the lack of understanding of regenerated foods and was awarded 0 marks.

14 Explain two reasons why many hospitals prefer to provide regenerated foods to patients.

1 They are concerned about the patients health so that's why they prefer the regenerated food.
2 Regenerated food is very healthy

This response was awarded 1 mark.

1 It could be because there are lots of viruses and diseases in the hospital so they decide to bring it in from outside.
2 It could be that they don't have enough space for a kitchen to produce the food.

This response was mixed with limited knowledge demonstrated. The response was awarded 2 marks.

1. It is a quicker option as it saves a lot of time for the staff, to give the patient an option of choices.

2. It doesn't require loads of chefs to be on-site working all day when meals are already prepared.

Q15**Targeted Specification Area: Learning Aim B2**

This question was a different format from the others on the paper and allowed learners to demonstrate their extended writing and evaluative skills. It did prove to be challenging and learners with many responses listed a range of ideas with repetitive responses.

Popular responses tended to focus on suitable dishes and special offers to be displayed on the restaurant menu.

In addition to this nutritional values and special dietary requirements were explored detailing various options available.

Discounts, promotions and seasonality of ingredients were explored, demonstrating learner's ability to target the higher level of this question.

The following responses gained three marks with the learners identifying a number of valid points but with a repetitive justification and generic points stated.

This response was awarded 3 marks at Level 1.

Discuss the information that could be included on a restaurant website about products and special offers relating to a healthy lifestyle, and how this contributes to increasing business.

Special dietary needs like vegetarians, ~~###~~
~~contributes to a healthy lifestyle~~ this increases
business as they are more trusted and more
customers would eat there with families.
low-fat and low-sugar options which will
help the business to encourage adults to eat
less ~~sat~~ saturated fats. More
fruit and vegetables on the ^{menu} ~~###~~ as this
will encourage ~~###~~ families to eat more healthy
and reduce a lot of risks, this makes it easier
for the business as they can buy fresh fruit and
veg cheaper during each season, increasing profit.
Smaller portions can be advertised to encourage
adults to eat the right amounts and bring their
children as they have a smaller intake of food.
Healthy dessert option as more people are
consuming a healthy diet instead of sugars,
this helps the business by making their menus
easier with less ingredients and qualified chefs.
Meal for two option specialising cheaper options with
the business (more sold, more profit) (Total for Question 15 = 8 marks)

This response was awarded 4 marks at Level 2.

Discuss the information that could be included on a restaurant website about products and special offers relating to a healthy lifestyle, and how this contributes to increasing business.

This increases the business because if they have a website lots of people can ^{see} ~~see~~ it and brings in people who don't live in the local ~~part~~ place.

Also on the website say what's included in the food and say if there's anything people might ^{allergic} ~~be allergic~~ to like fish nuts/dairy. or if the customer is vegan say what is advisable and say what the food contains so the customer knows.

On the website have pictures of the food so it's eye catching ^{so} the customers know what they are going to eat. Plus having the prices next to the food.

On the website have a menu and say what the business has advisable so customers know.

Also have offers so the customers save money like is "you buy this food you can have a drink with it for free" or "if you spend this much money you get £5 off when you next visit" or have an email address so customers can email and ask any questions that they have.

These very same points were explored in detail, however again not in the detail required to answer the question correctly. Menu details, discounts and special offers were identified with sourcing of ingredients, encourage of repeat business and improved gross profit were mainly overlooked and in most cases there was little expansion or no expansion for the discussion points identified as the example details below.

This response was awarded 1 mark at Level 1.

Discuss the information that could be included on a restaurant website about products and special offers relating to a healthy lifestyle, and how this contributes to increasing business.

more people use social media
so a wider audience will be
able to see special offers on
products and a discount than just
having posters put around
locally. by ~~doing~~^{using} this online advertising
you are able to get people
to sign up for emails and
promotional letters to come through
so that they are able to see
offers more often leading to
more business. Also if you include
offers on healthy food people
may want to visit your restaurant
more than perhaps an Italian
or Chinese.

Stronger candidates were able to discuss three or four key points whilst a few learners obtained higher marks as the key points identified were discussed in detail with strong justification.

This response was awarded 6 marks at Level 2.

Discuss the information that could be included on a restaurant website about products and special offers relating to a healthy lifestyle, and how this contributes to increasing business.

They could include the meals that are healthy and what each thing helps with. for example they could say " ... with a side order of salads. This includes all vitamins and minerals etc..." This may lead to people choosing a better life style. They ~~so~~^{should} also show offers on family meals e.g. buy 2 main meals then get 2 kids meals completely free with refillable drinks. This would then drag more family to come into the restaurant, therefore is increasing the buisness. They could also give a deal that if they visit ~~after~~^{3 times} they get 45% off their next meal.

This response was awarded 7 marks at Level 3.

Discuss the information that could be included on a restaurant website about products and special offers relating to a healthy lifestyle, and how this contributes to increasing business.

The information that could be ~~discussed~~^{discussed} on the restaurant website could be things ingredients. ~~where~~ where did the owner get it from. ~~for example~~^{for example} ~~having~~^{having} you could from your local farmer. Attracts more customers to increase the business because it shows that you're giving back to the people who help you make your money. This appeals to the customer very much, because it also shows that you're investing in them the way that investing in you.

The business could also put up ~~Seasonal~~^{Seasonal} Special offers. This will impact the business because the food that they're using will be local grown and would have to travel so far. So this shows that the food is fresh, fresh and having fresh food ~~from~~^{helps} to contribute to your healthy lifestyle. By this add to the nutritional value of the foods.

The website could also adjust its menu by adding symbols like the dark green V in a circle. Shows that it's ~~made~~^{acceptable} for vegans to ~~enjoy~~ enjoy this. Contributes to a healthy lifestyle because the restaurant would be catering towards all the special dietary needs and if it's on the website the customer might not have to ask.

Summary

Based on learner performance on this paper and in preparation for this external assessment, in future centres should:

- Allow discussion on the unit content so that teachers are aware of any preconceived ideas that may exist so that these can be rectified well in advance.
- Focus on ensuring that learners are familiar with the full range of topics contained within the unit specification and that the full range of content from the unit specification is taught
- Carefully consider the focus of the question, read the question stem carefully, noting the information already be given and knowing that this cannot gain marks if it is provided as an answer.
- Encourage learners to read exam questions completely before answering them and to take advantage of the extra reading time that is allowed for this paper.
- Focus on ensuring learners can recognise the demands of a question with the 'explain' command word as it is an important part of a learner's exam technique.
- The use of practice papers under examination conditions will support learners to improve exam techniques whilst also supporting effective time management
- Direct and encourage learners to prepare their questions, use the additional time for reading the questions, scenarios and contexts thoroughly before attempting to answer
- Support learners to improve exam techniques by including tuition in the run up to the exam series and by encouraging them to read exam questions carefully

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