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Pearson BTEC Level 1/Level 2 First Award	Centre Number					Learner Registration Number				
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<h1>Hospitality</h1> <h2>Unit 1: Introducing the Hospitality Industry</h2>										
Wednesday 16 May 2018 – Morning						Paper Reference				
Time: 1 hour 15 minutes						21541E				
You do not need any other materials.									Total Marks	

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 A leased pub is one type of public house.

Give **two** other types of public houses.

1

2

(Total for Question 1 = 2 marks)

2 Identify **two** services provided by tour operators to support the hospitality industry.

- A** Advertising
- B** Licensing
- C** Cleaning
- D** Banking
- E** Excursions

(Total for Question 2 = 2 marks)

3 Which **two** are types of supplier to the hospitality industry?

- A** Specialised
- B** Corporate
- C** Leisure
- D** Financial
- E** Wholesale

(Total for Question 3 = 2 marks)

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4 Identify **two** types of event in the hospitality industry.

- A Conference
- B Stadium
- C Ticketing
- D Function
- E Utilities

(Total for Question 4 = 2 marks)

5 (a) Surjit needs to find staff for her hotel.

State the type of business that helps the hospitality industry to find staff.

(1)

(b) Give **two** training methods that Surjit could use to train her staff.

(2)

1

2

(Total for Question 5 = 3 marks)

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6 (a) Name the document in the purchasing cycle that is used to inform customers of any outstanding balance on their account.

(1)

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(b) Give **two** examples of information that should be included on a purchase specification for food commodities.

(2)

1

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2

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(Total for Question 6 = 3 marks)

7 (a) Give **one** way staff can demonstrate high standards of professionalism.

(1)

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(b) Give **one** way the owner of a hospitality business can monitor that staff are maintaining professional standards.

(1)

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(Total for Question 7 = 2 marks)

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8 Explain **one** reason why stock control can impact on the gross profit of a hospitality business.

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(Total for Question 8 = 2 marks)

9 Hospitality businesses have to pay the National Minimum Wage.

Give **two** advantages for the company of paying staff the National Minimum Wage.

1

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2

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(Total for Question 9 = 2 marks)

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10 (a) A restaurant wants to use only locally produced food on its menu to help reduce its carbon footprint.

Explain **one** disadvantage of using only locally produced food.

(2)

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(b) Explain **one other** way the restaurant could offer a varied menu, while still reducing its carbon footprint.

(2)

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(Total for Question 10 = 4 marks)

11 Jayne owns a bistro and believes in promoting ethical animal welfare.

Explain **one** way that Jayne can promote ethical animal welfare in her business.

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(Total for Question 11 = 2 marks)

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12 Carlos runs a traditional sandwich bar. Many of his customers have recently asked him for healthier choices.

Explain **two** ways Carlos can adapt his menu to meet the needs of customers looking for healthy options, whilst still providing a traditional sandwich service.

1

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2

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(Total for Question 12 = 4 marks)

TOTAL FOR SECTION A = 30 MARKS

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SECTION B

The Hill Hotel is a rural country hotel. The area is popular with tourists and is an all-year round destination.

The hotel has recently undergone a complete refurbishment and has added a spa and beauty treatments to its offer.

The hotel wants to be the first choice hotel in the area. It is hoping to attract customers who enjoy luxury health leisure breaks.

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

- 13** (a) Give **two** ways the owners of the Hill Hotel could use the internet to promote the refurbished hotel.

(2)

1

2

- (b) Explain **one** advantage of using the internet to promote the hotel.

(2)

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(Total for Question 13 = 4 marks)

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14 The hotel wants to employ well-trained and experienced staff. As the hotel is in a rural area, it will need to attract staff from outside the locality.

Explain **two** ways the hotel could offer incentives to attract staff.

1

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2

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(Total for Question 14 = 4 marks)

15 The refurbishment of the hotel has given the owners a chance to review their standards and procedures.

They have decided to rewrite their customer service standards.

Explain **two** ways in which the revised customer service standards can help the owners of the hotel attract customers and win their loyalty.

1

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2

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(Total for Question 15 = 4 marks)



16 There are a number of factors that determine success in the hospitality industry, including the quality of the products used.

The owners of a boutique restaurant want to focus on having the best quality products and services in their local area.

Discuss how focusing on the quality of products can help the restaurant to be successful.

(8)

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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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