



June 2018

Level 2 BTEC First in Hospitality

**Unit 1: Introducing the Hospitality
Industry (21541E)**

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: www.pearson.com/uk

June 2018

Publications Code 21541_1806_ER

All the material in this publication is copyright

© Pearson Education Ltd 2018

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

June 2018

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	8	18	28	39

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 9th paper taken by learners for this unit. Learners generally responded well to the range of questions in the paper but there was an increase in questions left blank than had been seen in previous years. Teachers are becoming more used to the types of questions used and are, overall, preparing learners well.

Across a range of papers there are still elements of the specification that have not been covered well or retained by some learners. In particular “purchasing cycle” and “national minimum wage” respectively. Teachers are reminded that the entire specification is in the range for this examination, so all learning aims must be taught. Learners need to have studied each aspect of the unit before taking this paper.

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” and two marks are possible for each part of the answer and learners only listed points. These questions made up a high proportion of the marks for this paper.

It was noted that some learners did not comprehend the information in the question. Their answers were a repeat of the question or previous questions, this could not be credited. This was evident in part B of a question with and A and B part.

Learners still need to improve the way in which they write responses to the active verb in questions. This could be seen in the 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 point. Two or four marks have been lost in some questions by learners as they have listed and not explained their answers. 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. Across a range of papers there was a mixed level of performance seen at pass and merit.

The extended answer question at the end of the paper was not answered well by several learners. Many learners listed a response and did not expand on this demonstrating their lack of knowledge and understanding of the unit content being assessed. These learners could only be awarded from the lower band level in the level based grid. Teachers 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 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: A1 – Public houses

This item was a short response question that asked learners to give two types of public houses. It had a mixed response from learners, with the most incorrect responses being types of businesses given and not types of public houses. The correct responses awarded were managed, tenanted and a free house.

This response was awarded 0 marks

1 A leased pub is one type of public house.

0 Q01

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

1 restaurant.

2 Hotel.

(Total for Question 1 = 2 marks) 0

This response was awarded 2 marks

1 A leased pub is one type of public house.

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

1 Free house

2 managed Pub

(Total for Question 1 = 2 marks) 2

Q 2

Targeted Specification Area: A3 - Tour operators

This item was a multiple-choice question that required the learners to identify two services provided by tour operators to support the hospitality industry. This required the same level of demand as previous multiple-choice items (requiring the learners to recall a part of the specification).

In this case two responses were required with most learners giving two correct response. The correct response was A- Advertising and E-Excursions. This part of the specification has been tested before as a short-written response.

This response was awarded 2 marks.

2 Identify **two** services provided by tour operators to support the hospitality industry. 2 Q02

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

(Total for Question 2 = 2 marks) 2

This response was awarded 1 mark.

2 Identify **two** services provided by tour operators to support the hospitality industry. 1 Q02

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

(Total for Question 2 = 2 marks) 1

Q 3**Targeted Specification Area: B1 – Suppliers**

This item was a multiple-choice question that required the learners to know types of suppliers to the hospitality industry. This required the same level of demand as previous multiple-choice items (requiring the learners to recall a part of the specification).

In this case two responses were required with most learners giving two correct response. The correct response was A- Specialised and E-Wholesale. This part of the specification has been tested before as a short-written response.

This response was awarded 2 marks.

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

2 Q03

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

(Total for Question 3 = 2 marks) **2**

This response was awarded 1 mark.

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

1 Q03

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

(Total for Question 3 = 2 marks) **1**

Q 4**Targeted Specification Area: A1 – Events**

This item was a multiple-choice question that required the learners to identify two types of event in the hospitality industry. This required the same level of demand as previous multiple-choice items (requiring the learners to recall a part of the specification).

In this case two responses were required with most learners giving one correct response. The correct response was A- Conference and D-Function. This part of the specification has been tested before as a short-written response.

This response was awarded 2 marks.

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

2 Q04

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

(Total for Question 4 = 2 marks)

2

This response was awarded 0 marks.

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

0 Q04

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

(Total for Question 4 = 2 marks)

0

Q 5a Targeted Specification Area: B1 - Recruitment/Staffing agencies

This item was a short response question that asked students to state the type of business that helps the hospitality industry to find staff. Most learners responded well to the question. This question has been asked in previous papers in the same format. The correct responses were recruitment/ staffing agencies.

This response was awarded 1 mark.

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

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

(1)1 Q05a

job agency

This response was awarded 0 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)0 Q05a

Advertising on websites such as social media or
job sites.

Q5b

Targeted Specification Area: B1 - Induction

With this question there was a mixed response seen with most students gaining at least one mark. The responses awarded were for demonstrations, shadowing, use of buddy systems, classroom instruction, handbooks and inductions.

Overall this question was answered very well with most learners achieving at least one mark.

This response was awarded 2 marks.

(b) Give **two** training methods that Surjit could use to train her staff. (2) 2

- 1 Job shadowing, where an experienced member of staff will show them what to do.
- 2 Training course, to specialise on it, waitress, chef, wine waiter

(Total for Question 5 = 3 marks) 3

This response was awarded 0 marks.

(b) Give **two** training methods that Surjit could use to train her staff. (2) 0 Q05b

- 1 basic manners
- 2 know what is in the food and can state it off the top of your head ^{drink}

(Total for Question 5 = 3 marks) 0

Q 6a Targeted Specification Area: B1 - The purchasing cycle – statement

This question was written to test the learners understanding of the purchasing cycle. Through student response it was evident that this part of the specification has not tested well as most learners did not achieve the mark.

This question is a Level 1 recall question and has been tested in previous papers. Students were required to name the document in the purchasing cycle that is used to inform customers of any outstanding balance on their account. The correct response was a statement.

This response was awarded 1 mark.

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

(1) 1 Q06a

Statement

This response was awarded 0 marks.

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

(1) 0 Q06a

Credit Note

Q 6b Targeted Specification Area: B1 - The purchasing cycle - purchase

This question followed on from 6a testing the purchasing cycle but most learners did not achieve marks on this question.

The students were asked to give two examples of information that should be included in a purchase specification for food commodities. Correct responses seen were for quantity, packaging, weight and delivery temperature. The incorrect responses seen included allergies, vegan, food intolerances, price and date. These responses were not awarded marked as they are incorrect and not included on a purchase specification.

This response was awarded 2 marks.

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

- (2) 2
1. Tempurture of the ~~vehc~~ vehicle the food travelled in.
 2. How many units of the food there is.

(Total for Question 6 = 3 marks) 2/3

This response was awarded 0 marks.

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

- (2) 0 Q06b
1. price of foods.
 2. date on foods.

(Total for Question 6 = 3 marks) 0

Q 7a Targeted Specification Area: B1 - Maintaining standards at staff level - professional behaviour

This question tested positively with students with a high number gaining the available mark.

Students were asked to give one-way staff can demonstrate high standards of professionalism. The question has been asked in several previous papers in various forms. The most common response seen was appropriate or clean clothing, professional behaviour with customers and following the dress code.

Coming incorrect responses seen were linked to testing staff and inspections of staff. Marks were not awarded for these responses as it is not a demonstration of high standards of professionalism.

This response was awarded 1 mark.

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

(1) 1 Q07a

Dressed in correct and appropriate
Uniform.

This response was awarded 0 marks.

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

(1) 0 Q07a

Go on a test within the restaurant
and serve high standard people.

Q 7b Targeted Specification Area: B1 - Controlling staff - monitoring performance

This question was responded to in a very positive manner, with a high number of students gaining one mark. This question has been tested in the same format in previous papers. The learners were asked to give way one way the owner of the hospitality business can monitor that staff are maintaining professional standards.

Correct responses seen were observations, mystery customers, customer reviews and random checks.

Incorrect responses seen were watching staff on the CCTV systems. As this is not correct, and not a way business would monitor staff maintaining professional standards, no marks were awarded.

This response was awarded 1 mark.

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

(1) 1 Q07b

by asking the customers for reviews

(Total for Question 7 = 2 marks) **2**

This response was awarded 0 marks.

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

(1) 0 Q07b

~~cameras~~ cameras in the ~~area~~ workplace

(Total for Question 7 = 2 marks) **1**

Q 8 Targeted Specification Area: B1 - Factors that impact on gross profit - poor stock control

This question performed strongly as a high number of students were able to explain the point and achieve the mark available.

Strong responses indicated this area of the specification had been taught in depth. This topic has been tested in previous papers. Students were asked to explain one reason why stock control can impact on the gross profit of a hospitality business.

Where incorrect responses were did it was evident that the learners did not understand how stock control can impact a business' gross profit. Incorrect responses tended to focus on the impact it would have on customers as opposed to the business.

This response was awarded 2 marks.

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

2 Q08

if you buy to much at one time it will go out of date and will not be usefull. this means it is a waste. The money you could of saved could have been invested elsewhere.

(Total for Question 8 = 2 marks) 2

This response was awarded 0 marks.

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

0 Q08

If they dont monitor the condition of their stock they could potentially use ingredients which is mouldy or cross cominated which could give someone food poisoning which would reflect badly on the business' reputation which would have an impact on the profit.

(Total for Question 8 = 2 marks) 0

Q 9 Targeted Specification Area: C1 - Annual increase in the minimum wage

This question performed lower than the expected standard and indicated students did not understand this area of the specification. This topic has been tested previously in the same format.

Students were asked to give two advantages for the company of paying staff the minimum wage. The correct response seen were linked to complying with the law and the staff motivation.

Incorrect responses seen focused on the business being able to save money by paying the national minimum wage or the business not having to pay staff at all. Through these responses it was evident that some learners did not understand what the national minimum wage is.

This response was awarded 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 Staff can't complain about having to low wages.

2 Complying with legislation so they will not get into trouble

(Total for Question 9 = 2 marks) 2

This response was awarded 0 marks.

9 Hospitality businesses have to pay the National Minimum Wage. 0 Q09
Give **two** advantages for the company of paying staff the National Minimum Wage.

1 The business can keep more money for profit and upgrade facilities.

2 Can hire more staff

(Total for Question 9 = 2 marks) 0

Q10a
carbon footprint

Targeted Specification Area: C1 - Ethical issues - Reducing

This was the first question in the paper where students had to give an extended answer to achieve marks, and learners responded well to this question achieving at least one mark. Students were asked to explain one disadvantage of using only locally produced food.

Many students were able to list responses, however only a small number of students explained their response to achieve 2 marks. The most common response awarded was for lack of variety and price.

Where students did not achieve any marks it was evident that they focused on 'carbon footprint' was and the financial/advertisement advantages.

This response was awarded 2 marks.

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)

The ~~are~~ produce/materials will be usually more expensive than whole sale ~~products~~ foods/produce so profits can be less.

This response was awarded 0 marks.

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) 0 Q10a

it reduces your carbon foot print and you could advertise on labels or adverts that you have a low carbon foot print.

Q 10b Targeted Specification Area: C1 - Ethical issues - Reducing carbon footprint

This question did not perform as expected as students tended to respond to Q10a and not this question.

This question, and topical subject area, has been asked in previous papers- and when it was tested it was answered well. Common correct response were awarded marked for 'growing their own fruit and vegetables and having a seasonal menu.'

Where learners did not achieve marks responses tended to focus more on reducing its carbon footprint rather than how the restaurant could offer a varied menu. Marks were not awarded as students did not address a varied menu.

This response was awarded 2 marks.

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

(2)

Growing their own types of food such as vegetables and fruits or herbs so they can make new dishes whilst reducing its carbon footprint.

(Total for Question 10 = 4 marks)

This response was awarded 0 marks.

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

(2)

only buying the amount of food which is needed so that there isn't any waste food.

(Total for Question 10 = 4 marks)

Q 11 Targeted Specification Area: C1 - Ethical issues - animal welfare

This question did not perform as expected as students were awarded 0 or 1 marks; few students were awarded the full two marks.

There was a difference between the responses seen from the students who understood the topic and those who did not; this topic has been tested in a number of previous papers.

Students were asked to explain one-way ethical animal welfare can be promoted in the hospitality business.

Responses that were awarded marks were for free range eggs and the red tractor logo used on packaging. Within these responses students were able to explain their point

Where students did not achieve marks their responses focused more on not killing animals, handing out animal welfare leaflets to customers and becoming a vegetarian restaurant.

This response was awarded 2 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.

One way is by using animal products that come from free range animals. This is because free range animals are treated ethically as they can roam around like they would normally and are not cramped together.

(Total for Question 11 = 2 marks)

This response was awarded 0 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.

You could use signs and posters around her business to promote ethical animal welfare

(Total for Question 11 = 2 marks)

Q 12
products/services

Targeted Specification Area: C1 - Development of new

This question performed as expected with most students gaining at least two marks. The topic has been asked in previous papers in a similar format. This is the first question in the paper where the learners had to explain two reasons to gain four marks, lifting the cognitive ability of the question.

The question asked students to explain ways a sandwich bar menu can be adapted to meet the needs of customers looking for healthy options, whilst still providing a traditional sandwich service.

Most learners gave two responses with some learners explain these responses to gain four marks. It is important to ensure learners fully understand two separate points must be explained to gain full marks.

Where learners did not achieve full marks it was due to repeated responses in the second point.

This response was awarded 4 marks.

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 he can change his bread to a healthier bread such as brown bread ~~which~~ whilst still keeping the insides the same which would keep the traditional taste.

2 Carlos could offer a side dish next to the sandwich which ~~could~~ would contain vegetables a healthy option such as a fruit pot or a salad.

(Total for Question 12 = 4 marks)

This response was awarded 2 marks.

12 Carlos runs a traditional sandwich bar. Many of his customers have recently asked him for healthier choices. 2 Q12

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. Carlos could add more salad options to his menu for healthier choices and to promote healthy eating.
2. He could also offer healthier options at a reduced price to encourage healthy eating, but still get more customers.

(Total for Question 12 = 4 marks) 2

This response was awarded 0 marks.

12 Carlos runs a traditional sandwich bar. Many of his customers have recently asked him for healthier choices. 0 Q12

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. He could create vegan sandwiches to cater more to customers with different dietary needs.
2. He could also take a look at his supplier and make sure everything is being grown correctly to ensure the customers that what they are eating is healthy.

(Total for Question 12 = 4 marks) 0

Q 13 a
internet

Targeted Specification Area: C1 - Innovative marketing -

This question performed as expected with most students gaining full marks for their responses. This topic has been tested in previous papers and is understood by students who have shown understanding in their responses.

Correct responses were awarded marked for 'a websites, email, and social media'

Incorrect responses seen focused on offline forms of promotion such as posters and word of mouth.

This response was awarded 2 marks.

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

(2) 2 Q13a

- 1 paying money to companies to put ads on their websites such as facebook or youtube
- 2 Making videos of the hotel and its services and putting them online on different video streaming websites

This response was awarded 1 mark.

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

(2) 1 Q13a

- 1 They could create social media pages so people can find them easier.
- 2 They could offer real countryside experiences and get in touch with experience companies who do birdwatching so it becomes cheaper for customers.

Q 13b Targeted Specification Area: C1 - Innovative marketing - internet

This question performed as expected as the tested topic is well understood by students. It is a follow-on question from 13a and the topic has been tested in previous papers.

Students had to explain one advantage of using the internet to promote the hotel. Students were able to provide the link between the number of people the internet can reach and the constant availability of the internet as it is always open.

Students who did not gain full marks for this question did not explain their response, often only stating a point.

This response was awarded 2 marks.

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

(2)

The advantage would be that everyone
could see it as everyone has the internet
it can get passed on all over the world
and recommended by anyone.

(Total for Question 13 = 4 marks)

This response was awarded 0 marks.

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

(2)

You can stay there you can
have someone get you some food

(Total for Question 13 = 4 marks)

Q 14

Targeted Specification Area: C1 - The labour market

This question did not perform as expected as few students gained marks. Students had to explain two ways the hotel could offer incentives to attract staff.

A high number of student responses were not awarded marks as they were a repeat of the previous question that focused on the internet to promote the hotel. As a result marks could not be awarded as the question was not aimed at promoting the hotel to customers.

Where students were awarded marked they were able to explain two separate incentives focusing on increased pay, travel assistance and accommodation packages.

This response was awarded 4 marks.

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 They hotel could offer to pay for the staffs transport since they will be coming from outside the locality.

2 The hotel could offer discounts rooms for the staff to stay in for periods of time and have them free of charge.

(Total for Question 14 = 4 marks)

This response was awarded 2 marks.

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 They could help them with travelling costs to get their and from their work.

2 They could have a van bus pick them up so it goes directly to and from work.

(Total for Question 14 = 4 marks)

This response was awarded 0 marks.

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 The hotel could put advertisements in a more busier place so more people would see the advertisements.

2 The hotel could put their wage and working hours or on their website so it will attract more people to go for the job. The hotel could also put what they experiences they want.

(Total for Question 14 = 4 marks)

Q 15 Targeted Specification Area: B1 - Maintaining standards at business level - customer service standards

The topic has been asked previously in the same format- but did not test as expected. Student responses showed little understanding of the topic being tested-“customer service standards”.

This question asked students to explain two ways revised customer service standards can help the owners of the hotel attract customers and win their loyalty.

Correct responses seen were linked to meeting target customer needs resulting in meeting customer expectations or staff being aware of the required service standard, resulting in fewer complaints and better customer satisfaction.

Where learners did not achieve marks the responses focused more on aspects like opening for longer hours and ‘giving the customers what they want’, rather than the service standards themselves.

This response was awarded 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.

4 Q15

1 Customers will pay good prices and want to return if they know that they will experience good customer service there.

It can seriously help to attract customers and win their loyalty if they feel comfortable in the hands of excellent customer service.

2 ~~As published and written~~ A written and published customer service standards can help customers understand how committed the Hill Hotel is to providing great customer service and sticking to them. This can really help to attract ^{customers} visitors and win their loyalty.

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

This response was awarded 2 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. It encourages the owners to go above and staff to go above and beyond their standards and to be better and to satisfy guests
2. ~~Customers will be satisfied with~~ It will attract new customers because the standards have increased with new luxuries for the customers.

(Total for Question 15 = 4 marks)

This response was awarded 0 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. One way is that giving the customers what they want. For example ~~meal~~ deals such as children under 5 go free.
2. Another way would be to give open more hours. ~~open~~ such as open at 7am instead of 10am and serve breakfast earlier ~~on ~~opening~~ ~~later~~ ~~at~~~~

(Total for Question 15 = 4 marks)

Q 16 Targeted Specification Area: C1 - Factors determining success in the hospitality industry - price & quality

As this was the final question on the paper it performed as expected with a wide variety of responses and marks awarded, as many students wrote an extended response to the question.

There were, overall, fewer blank responses seen than in previous years which indicates the work undertaken by centers to prepare students for their exams.

For this question students had to discuss how focusing on the quality of products can help the restaurant to be successful.

Where students were able to achieve marks, more so in the 4+ mark range, was due to discussing the details and providing examples to support the points made.

The most comment awarded responses were when learners discussed in details and gave a range of examples to support points made. Students who provided a conclusion, or summary, of their discussion were able to achieve marks in the 6+ range.

Students who did not achieve more than 3 marks did so due to their limited responses, often stating points without examples or not linking them to the discussion.

This response was awarded 6 marks.

Please note the responses continues on the next page.

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)

Focusing on the quality of products can help the restaurant to be successful by making sure that all products have had a health and safety check, preventing customers from getting negative results, for example; getting ill.

Another way is by when customers buy the product you as the owner can rest as it was checked thoroughly and it has had a best run to make sure it is safe and you will know if customers will come back.

In a different situation, you could focus on the look of the product packaging and nothing else. This can be dangerous because you didn't make sure that there were no harmful chemicals.

In conclusion, focusing on the quality of the products can help a restaurant to be successful.

becoming sick or ill is limited. Therefore you will gain more customers. Those people will tell their friends and they will tell their friends. The business will become successful as the more customers they make. The more customers they make, the more profit they make. This could lead to an expansion ~~have~~ having multiple businesses in a variety of different areas or countries.

(Total for Question 16 = 8 marks)

This response was awarded 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)

Focusing on the quality of products will help the business a lot as having freshly cooked fresh food will taste the best for the customers and they will come back next time. Although if the customers come back and the food is not freshly cooked they may complain or also ask for their money back and leave then your business has lost a customer which will probably not recover their place.

Meaning if you want to have a successful business you should always make sure you have fresh fresh food at all times as customers will enjoy the food much more and most probably come back.

This response was awarded 2 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)

because if you go to a restaurant and they don't do nice food you want to go and you tell a bunch of friends and post on social media if you that dramatic saying how bad the food is.

However if you have a restaurant with good food then there most likely to go again and tell how much the food was amazing and the service was good the people were nice. So based on the staff and the food that what you need to be successful.

This response was awarded 0 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) 0 Q16

They could have a farm where they grow their own own foods and get meat and breed animals to gether to get more meat.

if they have their own farm they could get a health Supervisor to come and check out their ~~products~~ produce to see if they are good enough to eat.

they could get a mystery shopper in to see how it's going and if it's not going good then they can get someone in to fix that.

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 do not repeat the question in the response as marks cannot be awarded for this.
- Understand the focus of the question and answer according to the context i.e. should it be answered from a 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. Learners should encouraged to ask for extra paper if required to write their responses fully.

For more information on Edexcel qualifications, please visit
www.edexcel.com/quals

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual




Llywodraeth Cynulliad Cymru
Welsh Assembly Government

