



Pearson



Mark Scheme – Results

**June 2018**

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1: Introducing the Hospitality  
Industry

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Question Number	Answer	Mark
1	Award <b>one</b> mark for  Managed Tenanted Free house  <b>Accept no other responses</b>	2

Question Number	Answer	Mark
2	Award <b>one</b> mark for  <input type="checkbox"/> A - Advertising <input type="checkbox"/> E - Excursions	2

Question Number	Answer	Mark
3	Award <b>one</b> mark for  • A - Specialised • E - Wholesale	2

Question Number	Answer	Mark
4	Award <b>one</b> mark for  <input type="checkbox"/> A - Conference <input type="checkbox"/> D - Function	2

Question Number	Answer	Mark
5a	<p>Award <b>one</b> mark for</p> <ul style="list-style-type: none"> <li>• recruitment/staffing agencies/job center/careers office</li> </ul> <p><b>Accept no other responses</b></p>	1

Question Number	Answer	Mark
5b	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• demonstrations</li> <li>• shadowing</li> <li>• use of buddy system</li> <li>• classroom instruction</li> <li>• employee handbooks</li> <li>• inductions</li> <li>• training courses</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
6a	<p>Award <b>one</b> mark for the following</p> <ul style="list-style-type: none"> <li>• statement/statement of account</li> </ul> <p><b>Do not accept Bank Statement</b></p>	1

Question Number	Answer	Mark
6b	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• quantity</li> <li>• packaging</li> <li>• country or origin</li> <li>• weight/size</li> <li>• delivery temperature</li> <li>• trim (if meat or poultry)</li> <li>• cut (if meat or poultry)</li> <li>• fat content (if meat or poultry)</li> <li>• organic /free range</li> </ul> <p><b>Accept any other appropriate response. Do not accept use by sale/date</b></p>	2

Question Number	Answer	Mark
7a	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• appropriate and clean personal presentation</li> <li>• adherence to dress code/uniform</li> <li>• use of appropriate communication skills</li> <li>• appropriate language with customers and colleagues</li> <li>• effective timekeeping</li> <li>• professional behaviour and conduct with customers and colleagues</li> </ul> <p><b>Accept any other reasonable response.</b></p>	1

Question Number	Answer	Mark
7b	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• direct observation</li> <li>• use of checklists</li> <li>• random checks</li> <li>• customer feedback</li> <li>• staff feedback</li> <li>• mystery shopper</li> </ul> <p><b>Accept any other appropriate response.</b></p>	1

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for identifying a reason, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Can result in over ordering (1) resulting in waste (1)</li> <li>• Can result in running out of stock (1) or shortages of certain items (1)</li> <li>• If no one is checking stock (1) can result in theft (1)</li> <li>• Stock may be damaged/obsolete/perish (1) becoming unusable (1)</li> <li>• Buying unused stock costs money (1) which could have been better spent elsewhere (1)</li> <li>• Buy things a cheap price (1) before market forces increase the cost</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for identifying any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Retain staff</li> <li>• Staff remain motivated</li> <li>• Business reputation is maintained</li> <li>• Comply with the law</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
10a	<p>Award <b>one</b> mark for identifying a disadvantage and a further <b>one</b> mark for explanation, up to a maximum of <b>two</b> marks.</p> <p>There may be a lack of local suppliers (1) meaning the restaurant may not be able to source all the items for its menu (1)</p> <p>The quality of the local items may not be acceptable (1) therefore the ingredient used to cook the menu items maybe often lower quality (1)</p> <p>The range/variety of locally produced items may be limited (1) meaning the restaurant has to find alternative suppliers(1)</p> <p>The price of locally produced items may be expensive (1) meaning the restaurant may have to raise its prices (1)</p> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
10b	<p>Award <b>one</b> mark for identifying a way and a further <b>one</b> mark for explanation, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Produce a seasonal menu (1) this will utilise fresh seasonal produce and reduce the need to purchase food grown overseas (1)</li> <li>• Include more vegetarian dishes on the menu (1) as meat produces a higher carbon footprint (1)</li> <li>• Buying in bulk (1) reducing transportation (1)</li> <li>• Grow your own (1) seasonality (1)</li> <li>• Vary cooking methods (1) to reduce amount of energy use (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2



Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for identifying a way and a further <b>one</b> mark for explanation, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Using and indicating on her menu that certain items are red tractor/freedom foods (1) as these 'brands' have minimum animal welfare standards (1)</li> <li>• She can use free range/ethically sourced produce on her menu (1) to demonstrate to customers animal welfare in practice (1).</li> <li>• Ensuring the traceability of food (1) to be able to guarantee provenance (1)</li> </ul> <p><b>Accept any other appropriate response. Please do not award marks for Halal or vegan/vegetarian option.</b></p>	2

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for identifying a way and a further <b>one</b> mark for explanation, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Bake/grill instead of frying (bacon/sausage) (1) this ensures no additional fat is added to food (1)</li> <li>• Offer smaller/different portion sizes on most items (1) to cater for smaller appetites / different customer types (1)</li> <li>• Adapt sandwich recipes to offer 'free from' options, e.g. mayonnaise, butter, dressings (1) reducing calorie/fat content but maintaining the 'traditional sandwich' offer (1)</li> <li>• Offer more healthy items alongside the traditional sandwiches, e.g. salads, jacket potatoes (1) this will allow customers to choose either a healthier item or a traditional item (1)</li> <li>• Offer a healthier choice of bread (1) wraps/whole meal/granary (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
13a	<p>Award <b>one</b> mark for identifying any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>● website own</li> <li>● website other (hotel booking site, TripAdvisor)</li> <li>● email</li> <li>● social media (accept named social media sites, e.g. Facebook, Twitter for one mark)</li> <li>● Discount voucher companies e.g Wowcher</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
13b	<p>Award <b>one</b> mark for identifying any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>● Reach (1) the internet will allow the hotel to reach a larger audience than other promotional methods (1)</li> <li>● Cost (1) internet promotions can be cheaper than traditional promotional methods (1)</li> <li>● Always open (1) the internet allows potential customers to browse products and services at all times (1)</li> <li>● Instant communication/ quick to update changes to deals/offers etc (1) emails allow the hotel to respond to the customer quickly (1)</li> <li>● Target (1) promote to an exact audience (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for identifying a way and a further <b>one</b> mark for explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Offer an above average pay scheme (1) to attract staff from higher wage areas (1)</li> <li>• Offer an enhanced benefits package, e.g. holidays, health insurance, use of spa facilities (1) to be able to compete with other employers (1)</li> <li>• Offer an accommodation package for families (1) allowing staff to relocate to the area (1)</li> <li>• Offer travel assistance (1) to allow staff to travel to work from outside of the area (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
15	<p>Award <b>one</b> mark for identifying a way and a further <b>one</b> mark for explanation, up to a maximum of <b>two</b> marks each.</p> <p>Customer service standards can be written to meet the needs of a target customer group (1) meaning the expectations of this group will be met (1)</p> <p>Customer service standards will set out a minimum provision (1) resulting in a consistent service to customers (1)</p> <p>Staff will be aware of the required service standards (1) resulting in less complaints about staff and service (1)</p> <p>Customer service standards can be tweaked (1) allowing the hotel's service offer to remain current (1)</p> <p>Customer service standards can be used to train/retain staff (1) which will attract customers due to staff being knowledgeable about customer service skills (1)</p> <p>Implementation of customer standards will encourage repeat business (1) as staff are adhering to the customer service standards. (1)</p> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Indicative content	Mark
16	<p>Areas for discussion in response to the importance of ensuring product and service quality to the success of the business.</p> <p><b>Products</b></p> <p>Investment in/offering high quality products will result in meeting customer expectations</p> <p>Careful selection of suppliers will ensure confidence in products and consistency, which will meet customer expectations</p> <p>Comparison of products with competitors to benchmark own standard</p> <p>Attention to detail can improve cost bases as less waste is generated by mistakes or unsuitable products</p> <p><b>Staff/Customer service</b></p> <p>Ensuring customer service excellence will ensure excellent provision for customers in terms of service</p> <p>Investment in customer excellence training for staff will result in better skilled staff who are more likely to be consistent in delivering quality customer service</p> <p>Constant monitoring will help with the identification of possible future developments to support and improve the quality of both products and services</p> <p>Comparison of services with competitors to benchmark own standard</p> <p><b>Accept any other appropriate response.</b></p>	8

Level 0	No material worthy of credit.
Level 1 1-3 marks	<p>A few factors identified <b>or</b> one factor described in limited detail.</p> <p>The answer is likely to be in the form of a list.</p> <p>Factors identified will be superficial/generic.</p> <p>Examples are not always relevant to the given context.</p>
Level 2 4-6 marks	<p>One or more factors clearly described.</p> <p>Most of the factors will be relevant to the given context but the link will not always be clear.</p> <p>Most of the examples will be relevant to the given context.</p>
Level 3 7-8 marks	<p>Range of factors described <b>or</b> a few factors explained in depth.</p> <p>The answer will be coherent and will have broken down some of the complex issues into intelligible parts.</p> <p>The majority of factors will be relevant and presented in a logical order.</p> <p>The examples will be relevant to the given context and will fully support the analysis.</p>

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