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Candidate surname

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**Pearson BTEC  
Level 1/Level 2  
First Award**

Centre Number

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**Wednesday 9 January 2019**

Morning (Time: 1 hour 15 minutes)

Paper Reference **21541E**

**Hospitality**

**Unit 1: Introducing the Hospitality Industry**

**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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**Pearson**

**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** Which **one** of these is a type of hotel?

- A** Hostel
- B** Membership club
- C** Cafe
- D** Hospitality services

**(Total for Question 1 = 1 mark)**

**2** Give **one** type of hospitality personal service.

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**(Total for Question 2 = 1 mark)**

**3** Events management is a growth area in the hospitality industry.

Name **one** type of event within the hospitality industry.

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**(Total for Question 3 = 1 mark)**

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4 Restaurants can be classed by the type of food they offer.

Give **one** type of restaurant.

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**(Total for Question 4 = 1 mark)**

5 Give **two** types of supplier to the hospitality industry.

1 .....

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2 .....

.....

**(Total for Question 5 = 2 marks)**

6 Give **one** type of organisation that uses contract food service providers.

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**(Total for Question 6 = 1 mark)**

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P 5 6 4 3 5 R A 0 3 1 2

7 Hospitality businesses use a wide range of disposable items when selling food.

Which **one** of these is a disposable item?

- A China plates
- B Metal cutlery
- C Plastic straws
- D Glass cups

(Total for Question 7 = 1 mark)

8 A hotel wants to reduce its utility bills.

(a) Electricity is a utility. Give **one** other example of a utility.

(1)

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(b) Give **two** ways a hotel can reduce its utility bills.

(2)

1 .....

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2 .....

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(Total for Question 8 = 3 marks)

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9 Different documents are used in the purchasing cycle. One of these documents is a delivery note.

(a) State **one** other document used in the purchasing cycle.

(1)

.....  
.....

(b) Give **two** examples of information that should be included on a delivery note.

(2)

1 .....

2 .....

**(Total for Question 9 = 3 marks)**

10 Joyce owns a hospitality business as a sole trader. This is a type of business ownership.

Give **two** other types of business ownership.

1 .....

2 .....

**(Total for Question 10 = 2 marks)**

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**11** Explain why changes in the cost of ingredients can impact on the gross profit of hospitality businesses.

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**(Total for Question 11 = 2 marks)**

**12** Hospitality is one of the fastest growing industries in the UK.

Give **two** ways the scale of the industry is measured.

1 .....

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2 .....

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**(Total for Question 12 = 2 marks)**

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13 A restaurant wants to use only organic products on its menu. As a result, the restaurant will only purchase from ethical suppliers.

(a) Explain **two** disadvantages of doing this.

(4)

1 .....

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2 .....

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(b) Explain **one** other way the restaurant could offer a varied menu and still promote ethical purchasing.

(2)

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**(Total for Question 13 = 6 marks)**



**14** A city hotel wants to improve its services and facilities. This will help the hotel increase its tourism board star rating.

Explain **two** benefits to the hotel of increasing its tourism board star rating.

1 .....

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2 .....

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**(Total for Question 14 = 4 marks)**

**TOTAL FOR SECTION A = 30 MARKS**

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**SECTION B**

A country hotel wants to make quality products and excellent customer service the main aims of its business. The hotel collects regular feedback from customers to review how well the business is doing and to find out the new products and services that customers want.

**Use the information given above to answer Questions 15 – 17.**

**15** One way the hotel can meet its aims is by introducing customer service standards.

(a) Give **two** ways introducing customer service standards can benefit the hotel.

(2)

1 .....

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2 .....

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(b) Explain **one** way the hotel can make sure that the customer service standards are being followed.

(2)

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

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**16** Explain **two** advantages for the hotel of using customer feedback to decide what new products or services are introduced.

1 .....

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2 .....

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**(Total for Question 16 = 4 marks)**

**17** Explain **two** reasons why excellent customer service is an important aim for the hotel.

1 .....

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2 .....

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**(Total for Question 17 = 4 marks)**

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