

# **Lead Examiner Report January 2019**

**Level 2 BTEC First in  
Hospitality Unit 1: Introducing  
the Hospitality Industry**

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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, at Distinction, Merit and Pass.

### Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external 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 is 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 external assessment 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 assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:

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### Unit 1: Introducing the Hospitality Industry

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	15	23	31	39

## Introduction

This report has been written to help you understand how students have performed overall in the exam. For each question there is a brief analysis of student responses. You will also find examples of student 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 students for future examination series.

## Introduction to the Overall Performance of the Unit

This is the 10th paper taken by students for this unit. Students generally responded well to the range of questions in the paper. Teachers are becoming more used to the types of questions used and are overall, preparing students. This was event at in the longer response questions.

Across a range of papers there are still elements of the specification that have not been covered well or retained by some students. In particular “ethical issues and trends” and “customer service standards” respectively. Teachers are reminded that the entire specification is in the range for this examination, so all learning aims must be taught. Students need to have studied each aspect of the unit before taking this paper.

There was a distinct difference between the students who were able to respond to the higher demand questions through identifying points and then linking their answer to the context of the question and those who could not. This is particularly important where questions ask students to “explain” and two marks are possible for each part of the answer and students only listed points. These questions made up a high proportion of the marks for this paper.

It was noted that some students 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 of the question paper with many students giving the same response for all questions.

Students 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 students when they have been asked to explain but have only listed the point. This is particularly important for students to be able to do when questions ask for an expansion point. Two or three marks have been lost in some questions by students as they have listed and not explained their answers. Centres should be encouraging students 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 students. Many students listed a response and did not expand on this demonstrating their lack of knowledge and understanding of the unit content being assessed. These students could only be awarded from the lower band level in the level based grid. Teachers should encourage students to look at the level-based grid in the mark scheme in preparation for these extension questions.

The best performance came from students who had both breadth and depth of their understanding of the subject within the unit.

Students 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 – Hotels

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

This item was a multiple-choice question that required the students to identify a type of hotel. This required the same level of demand as previous multiple-choice items (requiring the students to simply recall a part of the specification).

In this case, one response was required with most students giving the correct answer. The correct response was A Hostel.

This part of the specification has been tested before as a short written response and as a multiple-choice question.

## Q 2 Targeted Specification Area: A3 - Personal services

This item was a short response question that asked students to give one type of hospitality personal service. It had a mixed response from students the most incorrect answers being areas of hotels that use personal services and not personal services. This question has been asked before in previous papers in various formats.

The correct responses awarded were booking meals, providing hairdressers and booking tickets.

This response was awarded 1 mark

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

Booking tickets

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(Total for Question 2 = 1 mark)

This response was awarded 0 marks

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

cafe, B&B

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(Total for Question 2 = 1 mark)

**Q 3 Targeted Specification Area: A1- Events**

This item was a short response question that asked students to give name one type of event within the hospitality industry. It had a good response from students the most correct answers being music events and weddings.

Some incorrect responses seen related to venues events might take place, conference centres and corporate hospitality.

This response was awarded 1 mark

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

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

Music events

(Total for Question 3 = 1 mark)

This response was awarded 0 mark

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

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

catering at events

(Total for Question 3 = 1 mark)

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

This item was a short response question that asked students to give one type of restaurant. It had a mixed response from students the most incorrect answers being brand named restaurants and this could not be awarded. The most common correct answers were fast food, cafes and mainstream restaurants

This question has been asked before in previous papers in various formats.

This response was awarded 1 mark

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

Give **one** type of restaurant.

café

(Total for Question 4 = 1 mark)

This response was awarded 0 marks

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

Give **one** type of restaurant.

Pub

(Total for Question 4 = 1 mark)

## Q 5 Targeted Specification Area: B1- Types of supplier

This item was a short response question that asked students to give two types of supplier to the hospitality industry. It had a good response from students the most incorrect answers being shop names and this could not be awarded. The most common correct answers were cash and carry and wholesaler.

This question has been asked before in previous papers in various formats.

This response was awarded 2 marks

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

1 wholesalers

2 Cash and carry supplier

(Total for Question 5 = 2 marks)



This response was awarded 1 mark

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

1 CASH and carry

2 STOCK supplier

(Total for Question 5 = 2 marks)

This response was awarded 0 marks

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

1 Beds & breakfast

2 Receptionist

(Total for Question 5 = 2 marks)

## Q 6 Targeted Specification Area: A1 - Contract service providers

This question was answered as well as expected. There was a good response seen with most students gaining one mark. The responses awarded were for, schools and colleges with few students responding with prisons. This question has been asked in almost all previous exams and is performing well.

This response was awarded 1 mark

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

A School

(Total for Question 6 = 1 mark)

This response was awarded 0 marks

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

restaurant

(Total for Question 6 = 1 mark)

### Q 7 Targeted Specification Area: B1 - Ethical issues - disposable packaging

This item was a multiple-choice question that required the students to identify one disposable item. This required the same level of demand as previous multiple-choice items (requiring the students to understand a part of the specification).

In this case, one response was required with most students giving one correct answer. The correct response was C Plastic straw.

### Q 8a Targeted Specification Area: A3 – Utilities

This item was a short response question that asked students to give one example of a utility. Most students responded well to the question. The incorrect responses seen showed little or no understanding of the question. This question has been asked in previous papers in the same format. The most common correct answers seen were water, internet and gas.

This response was awarded 1 mark

**8** A hotel wants to reduce its utility bills.

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

(1)

Gas

This response was awarded 0 marks.

**8** A hotel wants to reduce its utility bills.

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

(1)

heat to keep the place warm

**Q 8b Targeted Specification Area: C1 - Environmental issues - reducing energy consumption**

This item was a short response question that asked students to give two ways a hotel could reduce its utility bill. It was written to follow on from 8a. Most students responded well to the question and gave two answers that were awarded. This question has been asked in previous papers in a similar format.

This response was awarded 2 marks.

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

(2)

1 have energy saving light bulbs.

2 tell visitors to ~~not~~ turn lights off when they leave a room or have lights on a monitor, door opens lights turn on, door closes lights turn off.

**(Total for Question 8 = 3 marks)**

This response was awarded 0 marks.

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

(2)

1 Tell the customers and staff to open & close when they're done

2 Give a time limit on how much they can use a utility

(Total for Question 8 = 3 marks)

**Q 9a Targeted Specification Area: B1 - Documents used in the purchasing Cycle**

This item was a short response question that asked students to state one document used in the purchasing. The question is a straight forward recall from the specification. Most students responded well to the question and gave an answer that could be awarded. This question has been asked in previous papers in a similar format and did not perform as well.

This response was awarded 1 mark

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)

returns note

This response was awarded 0 marks.

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)

Delivery note

**Q 9b Targeted Specification Area: B1 - Documents used in the purchasing cycle - delivery note**

This item was answered as well as expected. It was designed to follow on from 8a where students had to give two examples of information that should be included on a delivery note. There was a mixed response seen with most students gaining at least one mark. This question has been asked in a previous paper in a different format.

This response was awarded 2 marks

(b) Give **two** examples of information that should be included on a delivery note. (2)

- 1 Date and time of the delivery
- 2 what items are being delivered.

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

This response was awarded 1 mark

(b) Give **two** examples of information that should be included on a delivery note. (2)

- 1 How many days they have till they have to return it back
- 2 Say when the item is going to ~~come~~ be delivered

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

This response was awarded 0 marks.

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

(2)

1 If the item is in stock

2 How long it'll take to arrive

(Total for Question 9 = 3 marks)

### Q 10 Targeted Specification Area: A2 - Types of business ownership

This item was responded to well by students with most students gaining one mark. The students were asked to give two other types of hospitality ownership. The question was a straightforward recall from the specification, and the responses show a good understanding.

The question has been asked in previous papers in various forms.

This response was awarded 2 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 partnership business

2 limited liability company

(Total for Question 10 = 2 marks)

This response was awarded 1 mark

**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. partner ship trader

2. Team trader.

(Total for Question 10 = 2 marks)

This response was awarded 0 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. Food trader

2. \_\_\_\_\_

(Total for Question 10 = 2 marks)

### **Q 11 Targeted Specification Area: B1 - Managing costs - changing costs of raw materials**

This item was the first explain question in the paper and showed a good understanding of the topic by students. Students were asked to explain why changes in the cost of ingredients can impact on the gross profit of hospitality businesses. It is essential to ensure all students address the active verb in questions to ensure full marks can be awarded. Some marks were lost due to students “listing” and “giving” and not “explaining” .

This response was awarded 2 marks

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

If the cost of ingredients decrease the gross profit will increase, because the business won't have to pay as much for the ingredients.

(Total for Question 11 = 2 marks)

This response was awarded 1 mark

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

If ingredients cost more then they'll be losing out on money as they will have to keep buying more.

(Total for Question 11 = 2 marks)

This response was awarded 0 marks

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

Different types of ingredients can in fact the change of cost because there is different qualities.

(Total for Question 11 = 2 marks)



**Q 12 Targeted Specification Area: A1 - Industry scale**

This item was a straightforward recall question from the specification. It was designed to test students understanding of how the scale of the hospitality industry is measured. There was a mixed response seen with most students gaining at least one mark. Most of the incorrect responses seen identified hospitality businesses.

This response was awarded 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 The amount of ~~energy~~ ~~then~~ gross profit.

2 The amount of employers in the industry.

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

This response was awarded 1 mark

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

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

1 How much money they make

2 How popular dishes are.

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

This response was awarded 0 marks

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

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

1 HOTELS

2 RESTAURANTS

(Total for Question 12 = 2 marks)

**Q 13a Targeted Specification Area: C1 - Ethical issues - organic Disadvantages**

This item was the four-mark question in the paper. It was designed to test student’s knowledge of organic products and ethical suppliers and the disadvantages of these types of suppliers. Student responses seen were mixed with some students showing little understanding of the question asked and being unable to develop their response as seen below awarded one mark.

This response was awarded 4 marks

**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 The restaurant will potentially lose customers who do not want only organic products, additionally, there will not be a range of ~~products~~ meals for the customers.

2 purchasing from an ethical supplier is more expensive than other suppliers. This means that the business will have to sell the meals at higher prices.

This response was awarded 3 marks

**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 People might not want to ge eat these ingredients and therefore less people could come

2 It might be too expensive to buy organic products

This response was awarded 1 mark

**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 One disadvantage is that they will not have that much people coming to stay or eat.

2 Another disadvantage is they will be closed.

**Q 13b Targeted Specification Area: C1 - Ethical issues**

This item did not perform as well as expected with students still giving responses to question 13a. The students were asked to explain one other way the restaurant could offer a varied menu and still promote ethical purchasing. Organic products could not be awarded. Centre’s should encourage students not to repeat questions in their responses as this cannot be awarded. Correct answers seen were fair trade products, locally sourced and freedom foods with an explanation.

This response was awarded 2 marks

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

(2)

use free range eggs, this means chickens can roam around  
freely gives the business a better image and attracts customers.

(Total for Question 13 = 6 marks)

This response was awarded 0 marks

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

(2)

The restaurant could have 2 options: organic or not  
organic and the customers can choose which one they  
want to eat

(Total for Question 13 = 6 marks)

## Q 14 Targeted Specification Area: A1 - Hotels - star rating

This item is a four-mark question where students are asked to explain two benefits of the hotel of increasing its tourism board star rating. In many responses seen students repeated the answers, and these responses could not be awarded twice.

The correct responses sent were allowing for the increase of prices, better reputation and better publicity the better answers were also explained.

This response was awarded 4 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 increase there money by doing this they could improve on ~~to~~ things that need fixing this would help the hotel look more cleaner and ~~representable~~.
- 2 hotel can become more popular meaning rise of money for staff and could also lead to staffs pay check rising.

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

This response was awarded 3 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 it gains more awareness as visitors and tourists normally choose a hotel with ~~a~~ higher star rating.
- 2 hotels with a high rating will have a positive reputation which will earn them more profit.

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

This response was awarded 2 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 With a higher tourism board star rating, customers are more likely to pick that hotel as they know ~~it~~ it is a trusted hotel, and that they will get what they pay for.
- 2 They know that the reviews are trusted too, and not just fake reviews left by the hotel to make them look better.

(Total for Question 14 = 4 marks)

This response was awarded 1 mark

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 ~~One~~ One benefit is the hotel's profit will begin to increase because of the quality.
- 2 Another benefit is ~~there's~~ they're business will be recommended to other people.

(Total for Question 14 = 4 marks)



**Q 15a Targeted Specification Area: B1 - Maintaining standards at business level**

This item was the question first question in the second part of the paper, and the question is linked to the scenario. The students are asked to give two ways of introducing a customer service standard can benefit the hotel. This question did not perform as well as expected with students not understanding what a customer service standard was. The most common correct responses were encouraging repeat business, enhances reputation and could lead to improved profit. The incorrect answers seen showed a lack of knowledge about the meaning of a customer service standard.

This response was awarded 2 marks

**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 more customers will want to revisit your restaurant
- 2 high quality products means more good reviews for your restaurant

This response was awarded 1 mark

**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 It shows that ~~they~~ the hotel listen to their customers
- 2 It will make the hotel more professional

This response was awarded 0 marks

**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 clean kitchen

2

**Q 15b Targeted Specification Area: B1 - Controlling staff**

This item was designed to follow on from 15a asking students to explain one-way customer service standards are being followed. This question performed well with most students upstanding the question and responding positively. This subject has been tested in previous papers in similar ways. Most students gave one response and explained the answer. The most common correct responses seen were supervised or monitor staff with explanations being offered.

This response was awarded 2 marks

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

(2)

TO do a checklist that would be applied to the customer service so they know what standards they need to meet and check it off along the way.

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



This response was awarded 1 mark

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

(2)

Bring in someone higher up to check the hotel for example an inspector to make sure it is up to standard.

(Total for Question 15 = 4 marks)

**Q 16 Targeted Specification Area: C1 - Development of new products, responding to trends**

This item was an explain question worth four marks and students had to explain two advantages for the hotel of using customer feedback to decide what new products or services to introduce. The question performed as well as expected with a mix of responses seen. Most students gained at least two marks either by listing two or explaining one reason. The most common responses seen were supporting customer recommendations, increasing customer loyalty and keeping up with trends in some cases these responses were explained.

This response was awarded 4 marks

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

1 If the hotel introduces new things that people have asked for then there won't be any backlash meaning <sup>most of</sup> the customers will be satisfied with their experience.

2 Also if the hotel listens to their customers then it will make the customers feel like they have a voice in what happens on the premises meaning more people will go back to a hotel they can trust.

(Total for Question 16 = 4 marks)

This response was awarded 2 marks

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

1. They can see what customers want, so when they put that need in place it better the stay of the customers as the customers have what they want.
2. They can improve the way that the employees are working to create a friendly and welcoming atmosphere to the hotel.

(Total for Question 16 = 4 marks)

**Q 17 Targeted Specification Area: B1 - Ensuring customer service is the main aim of the business**

This item asked students to explain why excellent customer service an important aim. This area of the specification has been tested before in previous papers in different formats. The question performed as well as expected with most students gaining marks. The most common response seen was for customer satisfaction and reducing the number of complaints received with an explanation given in some cases allowing students to gain more marks.

This response was awarded 4 marks

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

1 Because the customers will be satisfied, as a result to be recommended to their people.

2 It gives good impression to the customer overall for the business, as a result to visit again the hotel, which is going to bring profits to the hotel.

(Total for Question 17 = 4 marks)

This response was awarded 2 marks

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

1 Because people will recommend it

2 people will keep coming back to the hotel.

(Total for Question 17 = 4 marks)

**Q 17 Targeted Specification Area: C1 - Factors that determine the success of the hospitality industry – pricing**

This item was the extended writing question the last question on the paper, and this question performed as expected. Most students wrote an extended response to the question. Few students listed answers with some learner' s discussing the question. Fewer blank responses were seen in this paper than in previous years showing the work undertaken by Centres to prepare students for exams. The students had to discuss ways a new concept can be marketing including the new menu and pricing factors.

The most comment awarded responses were where students discussed in detail and gave examples to support points made.

This response was awarded 7 marks

18 The Red Herring restaurant is relaunching under a new concept. It needs to consider various marketing and pricing factors to make it successful in a competitive market.

Discuss ways the Red Herring can market the new concept and the different menu pricing factors it needs to consider.

To be successful the Red Herring should have a menu with variety ~~and~~, this will then appeal and attract many different customer types instead of being specialised to one group of people. The menu should contain at least one unique thing, this will make the customer curious and intrigued to try. If something is unique too then it makes more people visit as they likely can't get it anywhere else. Being in a competitive market it's important to <sup>have</sup> offers on because ~~the~~ offers and sales attract many people, especially new customers, they are willing to treat themselves or just go for food because it's good value for money. The Red Herring could also <sup>do</sup> offer proportion options such as small, ~~med~~ <sup>regular</sup>, large or kids size to cater to everyone's hunger, this will also save the restaurant money because they are wasting less.

(Total for Question 18 = 8 marks)

This response was awarded 7 marks

18 The Red Herring restaurant is relaunching under a new concept. It needs to consider various marketing and pricing factors to make it successful in a competitive market.

Discuss ways the Red Herring can market the new concept and the different menu pricing factors it needs to consider.

The Red Herring needs to make it clear to the public that they are relaunching a new concept. In order to make people aware they can hand out posters to people in the local area and make a new website / social media page. This could be used to post updates on the restaurant so people know what's going on ~~and~~ Also it can tell people what has changed and the new improvements they've made. There are different factors which influence the menu's pricing. They should consider the location of the restaurant, for example if it's in an area with lots of new and <sup>expensive</sup> ~~modern~~ houses <sub>as people can afford it</sub> they should probably have quite high pricing, but they would also need to ensure their food is of a good quality. Another factor they should consider is opening hours, if they were going to mainly be a <sup>late opening</sup> ~~lunch time~~ restaurant <sup>serving</sup> for dinner, the prices would likely be higher than if it was lunch time and people would expect a more sophisticated dining experience. Furthermore, they can vary ~~at~~ the prices of menu items to make it more inclusive and target a wider variety of potential customers.

(Total for Question 18 = 8 marks)



This response was awarded 5 marks

**18** The Red Herring restaurant is relaunching under a new concept. It needs to consider various marketing and pricing factors to make it successful in a competitive market.

Discuss ways the Red Herring can market the new concept and the different menu pricing factors it needs to consider.

The Red Herring could use penetration pricing at first to attract new customers. They should advertise using social media as this is free and will attract a wider group of people than say, on the radio. Once Red Herring has gained a good amount of loyal and regular customers I recommend that they use competitor pricing to make people come to them rather than their competitors. Red Herring could also use promotion in their advertisements to attract new customers, they could do some sort of buy one get one free deal to really draw in new customers.

(Total for Question 18 = 8 marks)

This response was awarded 3 marks

**18** The Red Herring restaurant is relaunching under a new concept. It needs to consider various marketing and pricing factors to make it successful in a competitive market.

Discuss ways the Red Herring can market the new concept and the different menu pricing factors it needs to consider.

The Red Herring could make a website to ~~launch~~ launch the different menu and the pricing factors, which could lead to customer feedback on whether or not to lower the pricing factors. Using a website could lead to more customers coming to the restaurants from not just the local area which will make more profit. If the customers are not overly that happy with the relaunch then the ~~restaurant~~ use the feedback to make the restaurant could use the feedback from customers to make it better and to satisfy their customers.

(Total for Question 18 = 8 marks)



This response was awarded 1 mark

**18** The Red Herring restaurant is relaunching under a new concept. It needs to consider various marketing and pricing factors to make it successful in a competitive market.

Discuss ways the Red Herring can market the new concept and the different menu pricing factors it needs to consider.

• Advertisement is one of the biggest ways of a business can market new concepts. Most people now have social media, therefore the red herring could advertise via social media. Also the red herring could set up a website and make constant updates.



**(Total for Question 18 = 8 marks)**

## Summary

In preparing for this external assessment, the following should be noted.

Students 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 must 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.
- Students 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 students to improve exam technique.
- Students 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. Students should be encouraged to ask for extra paper if required to write their responses fully.

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