

# Mark Scheme (Results)

January 2019

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1: Introducing the Hospitality  
Industry

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January 2019

Publications Code 21541E\_1901\_MS

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Question Number	Answer	Mark
1	Award <b>one</b> mark for:  <input type="checkbox"/> A - Hostel	1

Question Number	Answer	Mark
2	Award <b>one</b> mark for:  <ul style="list-style-type: none"> <li>• Hairdressing</li> <li>• Beauty treatments</li> <li>• Ticket booking</li> <li>• Retail services</li> <li>• Events planner</li> </ul> <b>Accept any other appropriate response.</b>	1

Question Number	Answer	Mark
3	Award <b>one</b> mark for:  <ul style="list-style-type: none"> <li>• Temporary sporting events</li> <li>• Music events</li> <li>• Themed events and functions</li> <li>• Meetings</li> <li>• Conferences</li> <li>• Exhibitions</li> </ul> <b>Accept any other appropriate response.</b>	1

Question Number	Answer	Mark
4	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Fast food</li> <li>• Cafes</li> <li>• Coffee shops</li> <li>• Mainstream restaurants</li> <li>• Fine dining</li> </ul> <p>(do not accept brand names but accept Chinese/Indian etc.)</p> <p><b>Accept any other appropriate response</b></p>	1

Question Number	Answer	Mark
5	<p>Award <b>one</b> mark for any of the following up to a maximum of two marks':</p> <ul style="list-style-type: none"> <li>• Wholesale</li> <li>• Retail</li> <li>• Specialised</li> <li>• Local</li> <li>• National</li> <li>• Daily market lists</li> <li>• Cash and carry</li> <li>• Company nominated suppliers</li> </ul> <p><b>Do not accept company names.</b></p> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
6	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Travel</li> <li>• Business</li> <li>• Retail</li> <li>• Education</li> </ul> <p><b>Accept any other appropriate response.</b></p>	1

Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for:</p> <p>C – Plastic straws</p>	1

Question Number	Answer	Mark
8a	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Gas</li> <li>• Water</li> <li>• Internet</li> </ul> <p><b>Do not accept any other appropriate response.</b></p>	1

Question Number	Answer	Mark
8b	<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>• Use energy saving light bulbs</li> <li>• Use key cards for electricity in rooms</li> <li>• Turn off appliances when not in use</li> <li>• Put lights on timers</li> <li>• Lower the heating temperature</li> <li>• Ask guests to reuse towels</li> <li>• Changing supplier</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
9a	<p>Award <b>one</b> mark for the following:</p> <ul style="list-style-type: none"> <li>• Specification</li> <li>• Purchase order</li> <li>• Returns note</li> <li>• Credit note</li> <li>• Invoice</li> <li>• Statement</li> </ul> <p><b>Accept any spelling.</b></p>	1

Question Number	Answer	Mark
9b	<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>• Supplier company and contact details</li> <li>• Name and address of the company the goods are being delivered to</li> <li>• Any product codes</li> <li>• Date of issue of the document</li> <li>• Date of delivery of the goods</li> <li>• A description of the goods contained in the order</li> <li>• The quantity of each type of goods</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
10	<p>Award <b>one</b> mark for any of the following up to a maximum of two marks':</p> <ul style="list-style-type: none"> <li>• Partnership</li> <li>• Limited company</li> <li>• Franchise</li> <li>• Outsourced</li> <li>• In-house</li> </ul>	2

Question Number	Answer	Mark
11	<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>• If a business has set its menu prices based on specific raw material costs (1) a small rise in raw material costs can result in reduced profits (1)</li> <li>• Low raw material prices (1) will result in greater profit margins (1)</li> <li>• Wrong raw material prices (1) will result in smaller/reduced profit margins (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
12	<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>• Turnover</li> <li>• Number of businesses</li> <li>• Number employed in the industry</li> <li>• Economic value of the industry</li> <li>• Purchasing power</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2



Question Number	Answer	Mark
13a	<p>Award <b>two</b> marks for identifying a benefit and a further <b>two</b> mark for justification up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• There may be a lack of organic suppliers (1) meaning the restaurant may not be able to source all the items for the menu (1)</li> <li>• The quality of the organic products may not be acceptable (1) meaning the restaurant has to find alternative suppliers (1)</li> <li>• The range of organically produced items may be limited (1) meaning the restaurant has to redesign the menu (1)</li> <li>• The price of organic items may be expensive (1) meaning the restaurant may have to raise its prices (1)</li> <li>• Customers may not choose to eat organic products (1) resulting in less customers (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
13b	<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>• The restaurant could include fair trade products (1) which help farmers in developing countries to get a fair price for their produce (1)</li> <li>• The restaurant could include locally sourced produce (1) which helps to reduce the carbon footprint of the business (1)</li> <li>• The restaurant could include 'Freedom Foods'/'Red Tractor'(1) which help to promote animal welfare (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 benefit and a further <b>one</b> mark for justification up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• The hotel can increase its prices (1) to match any increase/improvement in the type/quality of the facilities that have been made to gain the additional stars (1)</li> <li>• The hotel can market its new status to a different target market (1) focusing on the market segment that is likely to pay more money for the facilities/star rating on offer (1)</li> <li>• The star ratings are evidence based and are not subjective to individual preferences (1) which allows the hotel to gain an accurate measurement of its facilities against its competitors (1)</li> <li>• The tourism board provides advice and guidance as well as inspections/ratings (1) this can be used to further improve the facilities/offer of the business (1)</li> <li>• Star ratings will attract more customers (1) increase in profit (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
15a	<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>• Customers will receive a consistent service</li> <li>• Encourages repeat business/new business</li> <li>• Customers satisfaction</li> <li>• Enhances business reputation</li> <li>• Could lead to improved profit</li> <li>• Staff understand their roles</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
15b	<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>• Staff can be supervised (1) to ensure that standards are being met (1)</li> <li>• Staff can be trained (1) on the job mentoring (1)</li> <li>• The performance of staff can be monitored (1) to ensure that it is of the required standard/or improvements made (1)</li> <li>• Mystery shopper (1) provide intelligence information to the hotel (1)</li> </ul> <p>Accept any other appropriate response</p>	2

Question Number	Answer	Mark
16	<p>Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for justification up to a maximum of <b>two</b> marks each.</p> <p>Products can be tailored to meet their needs (1) because they have first-hand information of who the customers are and what they want (1)</p> <p>What products are popular/keeping up with trends (1) to remain ahead of the competition (1)</p> <p>Following through customer recommendations (1) to encourage customer loyalty (1).</p> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
17	<p>Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for justification up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Helps to gain competitive advantage (1) over other businesses offering the same products and services/operating in the same market (1)</li> <li>• Helps to meet the more exacting expectations of customers (1) which leads to a good reputation for the business (1)</li> <li>• Helps to promote the business (1) as customers will tell others about the excellent service/increase profit (1)</li> <li>• Helps to reduce complaints (1) which encourages customer loyalty (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

<b>Question Number</b>	<b>Indicative content</b>	<b>Mark</b>
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Consider the target market it is aiming for – to ensure this fits the business ethos.

Consider the marketing techniques suitable for the target market – online / magazine/ social media etc.

Advertising the new concept – advertising techniques, advertising benefits etc.

Consider suitable promotions to use when launching the new concept – special offers, happy hours etc.

Pricing needs to be calculated accurately to ensure that a sustainable profit margin is achieved on all products - incorrect pricing can result in losses.

Prices need to be reviewed regularly to ensure that they are current and take into account the fluctuating costs of raw materials.

Pricing needs to take into account the sales mix of a business as this can effect profitability - the more dishes sold with a higher profit margin can mean the difference between success and failure.

Products need to be priced according to the market that the business is targeting - setting prices too high will price people out of the market, setting prices too low will encourage customers from a different target market.

Pricing too low/high can affect customer perceptions about the quality of the products on offer - low prices suggest that the quality is not very good, high prices suggest the opposite.



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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Llywodraeth Cynulliad Cymru  
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