

Lead Examiner Report June 2019

**BTEC Level 1 / Level 2 First in
Hospitality**

**Unit 1: Introducing the Hospitality
Industry**

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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, 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	12	21	30	40

Introduction

This report has been written by the Lead Examiner for the BTEC unit 9: How the Hospitality Industry Contributes to Healthy Lifestyles.

It is designed to help you understand how learners performed overall in the exam. For each question, there is a brief analysis of learner responses. You will also find example learner responses to the questions both well and poorly answered. These should help to provide additional guidance as to indicative responses.

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 12th 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.

Across a range of papers seen, there are still elements of the specification that have not been covered well or the knowledge retained by some students. In particular, ethical issues and trends, the support offered by other businesses, business ownership and the labour market, 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.

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, and 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. The students also misinterpreted

the words used in questions and did not respond correctly due to this. An example was “casual staff” and students interpreted this not needing to wear a uniform or being friendly with the customers. This was as seen with the words “ethical issues” and students understanding this as “ethnicity”, and many wrong responses were observed.

Students still need to improve how they write responses to the active verb in questions. This could be seen in the answers 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 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 the subject within the unit. These students were able to bring together their understanding of the hospitality industry and apply their knowledge to complex contexts involving small case studies. They were able to draw on their knowledge of the social, environmental and ethical issues and trends that impact on hospitality. They were also able to make valid judgements of positive and negative impacts based on the analysis of given information.

Students who had been prepared well for writing the long answer questions (giving precise and detailed answers covering all sides of the argument or scenario) tended to perform well on this paper. They evaluated the factors within the hospitality businesses and how they respond to trends and issues drawing on appropriate concepts showing the depth of knowledge and development of understanding.

Individual Questions

Q1 Targeted Specification Area: A1 – Products

Which **one** of these is a product offered by the hospitality industry?

This item was a multiple-choice question that required the students to identify a type of product offered by the hospitality industry. 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 C Food. This part of the specification has been tested before as a short written response and as a multiple-choice question.

Q2 Targeted Specification Area: A3 – Banks

Give **one** type of service offered by banks to support the hospitality industry.

This item was a short response question that asked students to give one type of service offered by banks to support the hospitality industry. It had a good response from students the most correct answers being loans and financial services.

Some incorrect responses seen related to advertising and food banks showing a misunderstanding of words in the question.

This response was awarded 1 mark

2 Give **one** type of service offered by banks to support the hospitality industry.

loans

(Total for Question 2 = 1 mark)

This response was awarded 0 marks

2 Give **one** type of service offered by banks to support the hospitality industry.

Food bank

(Total for Question 2 = 1 mark)

Q 3 Targeted Specification Area: A1 - Accommodation

A hotel is an example of a hospitality business that offers accommodation for paying guests.

Give **one** other type of business that offers accommodation within the hospitality industry.

This item was a short response question that asked students to give an example of a hospitality business that offers accommodation. It had a good response from students the most correct answers being bed and breakfast and hostels.

Some incorrect responses seen related to general hospitality businesses or brand names which could not be awarded.

This response was awarded 1 mark

3 A hotel is an example of a hospitality business that offers accommodation for paying guests.

Give **one** other type of business that offers accommodation within the hospitality industry.

Bed and breakfast

(Total for Question 3 = 1 mark)

This response was awarded 0 mark

3 A hotel is an example of a hospitality business that offers accommodation for paying guests.

Give **one** other type of business that offers accommodation within the hospitality industry.

restaurant

(Total for Question 3 = 1 mark)

Q 4 Targeted Specification Area: A3 - Travel agencies

Give **one** type of service offered by travel agents to support the hospitality industry.

This item was a short response question that asked students to give one type of service offered by travel agents. It had a mixed response from students the most incorrect answers were linked to the job performed by travel agents and not linked to support offered. This question has been asked before in previous papers in various formats.

This response was awarded 1 mark

4 Give **one** type of service offered by travel agents to support the hospitality industry.

Booking Services

(Total for Question 4 = 1 mark)

This response was awarded 0 marks

4 Give **one** type of service offered by travel agents to support the hospitality industry.

Food is provided.

(Total for Question 4 = 1 mark)

Q 5 Targeted Specification Area: A1 - Membership clubs

Which **one** of these is a type of membership club.

This item was a multiple-choice question that required the students to identify a type of membership club. This required the same level of demand as previous multiple-choice items (requiring the students to simply recall a part of the specification). This question did not perform as well as expected with mixed responses being seen.

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

The correct response was A Politically affiliated.

Q 6 Targeted Specification Area: A1 - Events

Give **two** examples of events offered by the hospitality industry.

This question was answered as well as expected with students being asked to give two examples of events. There was a good response seen with most students gaining two marks. The responses awarded were for, weddings, parties music events and conferences. Some responses seen showed little or no understanding of the question.

This question has been asked in almost all previous exams and is performing well.

This response was awarded 2 mark

6 Give **two** examples of events offered by the hospitality industry.

- 1 festival (food)
- 2 conference.

(Total for Question 6 = 2 marks)

This response was awarded 1 mark

6 Give **two** examples of events offered by the hospitality industry.

- 1 Bussines events
- 2 TRAINING STAFF (this is two events because every one comes)

(Total for Question 6 = 2 marks)

This response was awarded 0 marks

6 Give **two** examples of events offered by the hospitality industry.

- 1 They could clean your hotel room
- 2 give you a refund and make meal again

(Total for Question 6 = 2 marks)

Q 7 Targeted Specification Area: B1 – Disciplinary

Give **one** way a hospitality business can make sure new staff follow company procedures.

This question was a short response question which was answered as expected. The most common response seen was monitor them and give them a book to follow. This question has been asked in almost all previous exams and is performing well.

This response was awarded 1 mark

7 Give **one** way a hospitality business can make sure new staff follow company procedures.

by giving them a booklet on the rules and policies

(Total for Question 7 = 1 mark)

This response was awarded 0 marks

7 Give **one** way a hospitality business can make sure new staff follow company procedures.

go on a course to learn how to speak/treat customers.

(Total for Question 7 = 1 mark)

Q 8a Targeted Specification Area: A2 - Types of business ownership

Give **one** other type of business ownership.

This item was a short response question that asked students to give one type of business ownership. This question did not perform as well as expected. 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 sole trader and franchise.

This response was awarded 1 mark

8 Bruce and Maureen own a cafe as a partnership.

(a) Give **one** other type of business ownership.

(1)

Sole trader

This response was awarded 0 marks.

8 Bruce and Maureen own a cafe as a partnership.

(a) Give **one** other type of business ownership.

(1)

owning a football club 50/50

Q 8b Targeted Specification Area: A2 - Advantages of a partnership

Explain **one** advantage of owning a business as a partnership.

This item was a short response question that asked students to explain one advantage of owning a business as a partnership. It was written to follow on from 8a. This question has been asked in previous papers in a similar format.

This response was awarded 2 marks.

(b) Explain **one** advantage of owning a business as a partnership.

(2)

You can have more time off as the other people in the partnership can look after the business if you are sick or on holiday.

(Total for Question 8 = 3 marks)

This response was awarded 1 mark.

(b) Explain **one** advantage of owning a business as a partnership.

(2)

you can share money and hopefully have good income.

(Total for Question 8 = 3 marks)

This response was awarded 0 marks.

(b) Explain **one** advantage of owning a business as a partnership.

(2)

owning a business as a partnership is good as they can get things done and have a good star rating.

(Total for Question 8 = 3 marks)

Q 9 Targeted Specification Area: B1 - Documents used in the purchasing cycle - invoice

Name the document that informs customers how much they need to pay for products they have received.

This item was a short response question that asked students to name a specific document from the purchasing cycle. The question is a straightforward recall from the specification. Students did not respond 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.

Name the document that informs customers how much they need to pay for products they have received.

invoice informs customers how much they need to pay.

(Total for Question 9 = 1 mark)

This response was awarded 0 marks.

9 Different documents are used in the purchasing cycle.

Name the document that informs customers how much they need to pay for products they have received.

Bill

(Total for Question 9 = 1 mark)

Q 10 Targeted Specification Area: B1 - Managing costs - Factors that impact on gross profit - portion control

Explain **one** way portion control can help to maintain profits.

This item was answered as well as expected. It was designed to test managing costs. 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

10 Explain **one** way portion control can help to maintain profits.

It can help because you won't buy too much of that product. So there will be less waste.

(Total for Question 10 = 2 marks)

This response was awarded 1 mark

10 Explain **one** way portion control can help to maintain profits.

portion control can help maintain profits because much less waste will be produced which ~~save~~ will maintain profits.

(Total for Question 10 = 2 marks)

This response was awarded 0 marks.

10 Explain **one** way portion control can help to maintain profits.

Portion control can help the hospitality industry using less ingredients on food for customers.

(Total for Question 10 = 2 marks)

Q 11 Targeted Specification Area: C1 - Trends and issues - healthy eating

Give **two** other ways the pub can respond to healthy eating trends

This item was responded to as expected by students with most students gaining one mark. The students were asked to give two ways healthy eating trends can be responded to. The students who gave incorrect responses showed little understanding of the question. Vegetarian and vegan were also popular incorrect responses seen. The question has been asked in previous papers in various forms.

This response was awarded 2 marks

11 A pub offers all-you-can-eat specials but wants to respond to healthy eating trends.

One way it can do this is by portion control.

Give **two** other ways the pub can respond to healthy eating trends.

1 they can add healthy food on the menue such as salad and vegetables.
2 make sure to grill the meat it's healthyer.

(Total for Question 11 = 2 marks)

This response was awarded 1 mark

11 A pub offers all-you-can-eat specials but wants to respond to healthy eating trends.

One way it can do this is by portion control.

Give **two** other ways the pub can respond to healthy eating trends.

1 Daily markets - by buying food from daily market food ~ fruit and vegetables and meat will be fresh and healthy.

2 Meat - grill meat, so it gets rid of all fat, and reduce amount of calories in food.

(Total for Question 11 = 2 marks)

This response was awarded 0 marks

11 A pub offers all-you-can-eat specials but wants to respond to healthy eating trends.

One way it can do this is by portion control.

Give **two** other ways the pub can respond to healthy eating trends.

1 introduce an vegetarian menu

2 introduce a vegan menu

(Total for Question 11 = 2 marks)

Q 12 Targeted Specification Area: B1 - Types of suppliers - company nominated suppliers

Give **two** advantages of using this type of supplier.

This item performed as expected on the paper with most students gaining at least one mark. Most students attempted to answer this question showing a good understanding of the topic by students. Students were asked to give two advantages of using a nominated supplier. The students that gained no marks for this question showed no understanding of the subject being tested.

This response was awarded 2 marks

12 A workplace restaurant uses a company nominated supplier for all its ingredients.

Give **two** advantages of using this type of supplier.

- 1 The food is consistent so customers know what to expect when they want to go again.
- 2 They save time as they don't need to look everywhere for ingredients.

(Total for Question 12 = 2 marks)

This response was awarded 1 mark

12 A workplace restaurant uses a company nominated supplier for all its ingredients.

Give **two** advantages of using this type of supplier.

- 1 The food is consistent so customers know what to expect when they want to go again.
- 2 They save time as they don't need to look everywhere for ingredients.

(Total for Question 12 = 2 marks)

This response was awarded 0 marks

12 A workplace restaurant uses a company nominated supplier for all its ingredients.

Give **two** advantages of using this type of supplier.

- 1 you are getting the food you want with no extras.
- 2 The supplier will be close as you have chosen it.

(Total for Question 12 = 2 marks)

Q 13 Targeted Specification Area: C1 - Ethical issues - Equal opportunities

Hospitality businesses must give equal opportunities to all staff.

Give examples of how hospitality business can do this.

This item responded as expected and has been tested in previous papers. It was designed to test students understanding of equal opportunities. There was a mixed response seen with most students gaining at least one mark. Most of the correct responses seen were equal pay. Some students' responses reflected their learning environment with common incorrect responses being, every one has to take a turn to wash up.

This response was awarded 2 marks

13 Hospitality businesses must give equal opportunities to all staff.

Give **two** examples of how a hospitality business can do this.

1 Treat all the staff fairly

2 Give the staff equal pay.

(Total for Question 13 = 2 marks)

This response was awarded 1 mark

13 Hospitality businesses must give equal opportunities to all staff.

Give **two** examples of how a hospitality business can do this.

1 Treat them all the same.

2 They should get a decent income.

(Total for Question 13 = 2 marks)

This response was awarded 0 marks

13 Hospitality businesses must give equal opportunities to all staff.

Give **two** examples of how a hospitality business can do this.

1 Pay rises to all staff

2 All year round promotions.

(Total for Question 13 = 2 marks)

Q 14 Targeted Specification Area: A1 - Pubs and bars - free house

Explain what is meant by the term free house.

This item did not perform as expected on the paper. It was designed to test student's knowledge of types of pubs and bars. 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 2 marks

14 Pubs and bars can be operated as free houses.

Explain what is meant by the term 'free house'.

They are owned by one person and they can buy food and alcohol from any supplier or brewery

(Total for Question 14 = 2 marks)

This response was awarded 1 mark

14 Pubs and bars can be operated as free houses.

Explain what is meant by the term 'free house':

free house means it is owned by one person.

(Total for Question 14 = 2 marks)

This response was awarded 0 marks

14 Pubs and bars can be operated as free houses.

Explain what is meant by the term 'free house':

The term free house means it is a open place that is open to everyone

(Total for Question 14 = 2 marks)

Q 15 Targeted Specification Area: C1 - Innovative marketing - use of social media to promote facilities to business customers.

Explain **two** advantages for the hotel of using social media to attract customers.

This item did not perform as well as expected. This style of question is thought to be assessable to students. The students were asked to explain two advantages of social media attracting customers for the hotel. Most responses seen were generic or repetitive and could not be awarded four marks.

This response was awarded 4 marks

15 A newly opened city hotel wants to attract more customers. It has decided to carry out a social media marketing campaign.

Explain **two** advantages for the hotel of using social media to attract customers.

1 Everyone has Social Media therefore more people will see it than if it was on the news. Attracts a wider range of customers too.

2 Cheaper, you don't need to pay someone to hand out leaflets. It is also less likely for it to go in the bin.

(Total for Question 15 = 4 marks)

This response was awarded 3 marks

15 A newly opened city hotel wants to attract more customers. It has decided to carry out a social media marketing campaign.

Explain **two** advantages for the hotel of using social media to attract customers.

1 a lot more people are on social media so if you post it then more and more people will share the post to get the word round

2 also by using social media you will be able to get reviews & if they are good reviews then more and more people will come.

(Total for Question 15 = 4 marks)

This response was awarded 2 marks

15 A newly opened city hotel wants to attract more customers. It has decided to carry out a social media marketing campaign.

Explain **two** advantages for the hotel of using social media to attract customers.

- 1 Most of the population will see the advertisement and reviews on things like facebook therefore will give it a try.
- 2 People will see if they have any offers or things on through social media.

(Total for Question 15 = 4 marks)

This response was awarded 0 marks

15 A newly opened city hotel wants to attract more customers. It has decided to carry out a social media marketing campaign.

Explain **two** advantages for the hotel of using social media to attract customers.

- 1 make it look good so the people want to go there.
 and popular
 it makes
- 2 Put posters around leaflets
 show them the website.

(Total for Question 15 = 4 marks)

Q 16 Targeted Specification Area: B1 - Controlling staff - induction/health and safety

Explain **two** ways workplace procedures for health and safety in the new staff induction handbook can help to reduce accidents.

This item is a four-mark question where students are asked to explain two ways the staff induction handbook can help to reduce accidents. In many responses seen students gave examples of accidents or repeated the question which could not be awarded.

This response was awarded 4 marks

16 A restaurant manager is writing a new induction handbook for staff containing workplace procedures for health and safety.

Explain **two** ways workplace procedures for health and safety in the new staff induction handbook can help to reduce accidents.

1 If each member of staff knows procedures for health & safety, less of the staff will have an accident as they know how to prevent it

2 The handbook is always available and so staff can go back to look at it if anything in the workplace looks ~~wrong~~ wrong

(Total for Question 16 = 4 marks)

This response was awarded 3 marks

16 A restaurant manager is writing a new induction handbook for staff containing workplace procedures for health and safety.

Explain **two** ways workplace procedures for health and safety in the new staff induction handbook can help to reduce accidents.

1 It is compulsory for all staff members to read the induction handbook and if they have read the procedures themselves, they are more likely to follow it.

2 The workplace procedures for health and safety are in place to prevent accidents and if staff are aware of them then their chances of an accident is smaller

(Total for Question 16 = 4 marks)

This response was awarded 2 marks

16 A restaurant manager is writing a new induction handbook for staff containing workplace procedures for health and safety.

Explain **two** ways workplace procedures for health and safety in the new staff induction handbook can help to reduce accidents.

1 because they will know how an accident could happen so they could prevent it

2 because they will look out to see if one could happen.

(Total for Question 16 = 4 marks)

This response was awarded 0 marks

16 A restaurant manager is writing a new induction handbook for staff containing workplace procedures for health and safety.

Explain **two** ways workplace procedures for health and safety in the new staff induction handbook can help to reduce accidents.

1 making sure everything is kept clean and tidy, putting things back once they have been washed, clean surfaces throughout the day working there.

2 By putting out floor signs if there is a spillage or something so at least it warns others, so it doesn't happen to them as that will make more accidents.

(Total for Question 16 = 4 marks)

Q 17a Targeted Specification Area: C1 - Labour market

Give **two** advantages for the company of employing casual staff

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 advantages of employing casual staff. In responses seen it was apparent some students did not understand the word “casual” as it is meant in the question. Common incorrect responses seen referred to not needing to wear a uniform and speaking friendly with guests.

This response was awarded 2 marks

17 The company is going to use a recruitment agency to hire casual staff for the wedding event.

(a) Give **two** advantages for the company of employing casual staff.

(2)

- 1 They don't have to keep them on after the event takes place
- 2 They already have experience so they don't have to train them.

This response was awarded 1 mark

17 The company is going to use a recruitment agency to hire casual staff for the wedding event.

(a) Give **two** advantages for the company of employing casual staff.

(2)

- 1 They will have had more experience with it, which means faster working.
- 2 good quality exp and being respectful towards customers.

This response was awarded 0 marks

17 The company is going to use a recruitment agency to hire casual staff for the wedding event.

(a) Give **two** advantages for the company of employing casual staff.

(2)

- 1 It can fit a less formal theme better
- 2 Guests feel at ease and are more comforted by more casual staff.

Q 17b Targeted Specification Area: A1 - Recruitment agencies

Explain **one** benefit to the company of using a recruitment agency.

This item was designed to follow on from 15b asking students to explain one benefit of using a recruitment agency. Students responded as expected to this question. 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 linked to taking pressure of the business.

This response was awarded 2 marks

(b) Explain **one** benefit to the company of using a recruitment agency.

(2)

They don't have to look for staff themselves and the agency will make sure they are right for the job.

(Total for Question 17 = 4 marks)

This response was awarded 1 mark

(b) Explain **one** benefit to the company of using a recruitment agency.

(2)

Recruitment agency ensures the company that they will receive employees

(Total for Question 17 = 4 marks)

This response was awarded 0 marks

(b) Explain **one** benefit to the company of using a recruitment agency.

(2)

Money is the important because you can make more money for your business or work.

(Total for Question 17 = 4 marks)

Q 18 Targeted Specification Area: C1 - Ethical issues and trends

Explain **two** disadvantages for the company of sourcing the food locally

This item was an explain question worth four marks and students had to explain two disadvantages for the company of sourcing local food. The question performed as well as expected with a mix of responses seen. Most students gained at least two marks either by listing two disadvantages or explaining one with reasons given. This subject has been tested in many previous papers.

This response was awarded 4 marks

18 The client has requested locally sourced food items to be provided at the wedding.
The company will be catering for both the lunch and evening meals.

Explain **two** disadvantages for the company of sourcing the food locally.

- 1 ~~locally grown~~ local food may be more expensive - providing for lunch and evening, so food will be more expensive - business loses out on profits/money.
- 2 limited stock - company / daily markets may only have a limited stock of food, therefore, food may run out and won't be able to provide food for everyone.

This response was awarded 3 marks

18 The client has requested locally sourced food items to be provided at the wedding.
The company will be catering for both the lunch and evening meals.

Explain **two** disadvantages for the company of sourcing the food locally.

- 1 Could be more expensive because its locally grown this could cause problems because they could run out of money.
- 2 There might be a possibility that they might not have enough of the ingredients

(Total for Question 18 = 4 marks)

This response was awarded 2 marks

18 The client has requested locally sourced food items to be provided at the wedding.
The company will be catering for both the lunch and evening meals.

Explain **two** disadvantages for the company of sourcing the food locally.

1. The companies local are more likely to be a lot less appetising in which puts customers off the business

2. Might be a little pricey in which limits what you can or cant afford for the event.

(Total for Question 18 = 4 marks)

This response was awarded 1 mark

18 The client has requested locally sourced food items to be provided at the wedding.
The company will be catering for both the lunch and evening meals.

Explain **two** disadvantages for the company of sourcing the food locally.

1. The food could be dirty

2. It could be more expensive

(Total for Question 18 = 4 marks)

This response was awarded 0 marks

18 The client has requested locally sourced food items to be provided at the wedding.
The company will be catering for both the lunch and evening meals.

Explain **two** disadvantages for the company of sourcing the food locally.

1. This is a disadvantages for the company of sourcing the food locally because that means that the company will have use the locally food for from the local place waste ~~of~~ lots of money and slower.
2. Another way this is disadvantage this because they want it for lunch and evening meals so the food cold at evening so they will have to go and buy it for the evening again

(Total for Question 18 = 4 marks)

Q 19 Targeted Specification Area: C1 - Ethical issues and trends - use of disposable packaging

Explain **two** disadvantages for the company of using disposable items

This item asked students to explain disadvantages of using disposable items. It is a very topical subject and students expected to respond well to this question. Responses seen were mixed with most students gaining two marks. This area of the specification has been tested before in previous papers in different formats. The most common response seen was linked to waste.

This response was awarded 4 marks

19 The company uses disposable items such as plates, napkins and trays when catering for events.

Explain **two** disadvantages for the company of using disposable items.

1

Disposing so many disposable items isn't good for the environment because they are mostly made of paper which is really wasteful.

2

Disposable items can't be used again so that costs more money to buy new items for the next event.

(Total for Question 19 = 4 marks)

This response was awarded 3 marks

19 The company uses disposable items such as plates, napkins and trays when catering for events.

Explain **two** disadvantages for the company of using disposable items.

1 more waste, bad for the atmosphere, pollution.

2 may lower their reputation to other clients

(Total for Question 19 = 4 marks)

This response was awarded 2 marks

19 The company uses disposable items such as plates, napkins and trays when catering for events.

Explain **two** disadvantages for the company of using disposable items.

1 they are going to have to buy a large amount of disposables.

2 bad for the environment.

(Total for Question 19 = 4 marks)

This response was awarded 0 marks

19 The company uses disposable items such as plates, napkins and trays when catering for events.

Explain **two** disadvantages for the company of using disposable items.

1 The items may not be clean and could ~~have~~ spread bacterial this may cause people to be ill.

2 ~~ti~~ The people attending the event may notice that the ~~for~~ plates, napkins and trays are unclean from when they have been used before. ~~for~~ The company could then be given complaints on hygiene.

(Total for Question 19 = 4 marks)

Q 20 **Targeted Specification Area: C1 - Trends and issues - environment/ethical issues**

Discuss what ideas the hotel chain could consider to improving its ethical and environmental practices.

This item was the extended writing question the last question on the paper, and this question did not perform as expected. Most students wrote an extended response to the question. Few students listed answers with some student's discussing the question. Fewer blank responses were seen in this paper than in previous years showing the work undertaken by Centers to prepare students for exams. The students had to discuss ways ethical and environmental practices could be improved. Some students' mis-interpreted the word ethical for ethnicity and discussed different restaurant concepts and menus e.g. Indian and Italian foods. The responses seen that were awarded one mark needed to expand on their identified points to be credited more marks.

These responses were awarded 6 marks

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.
 → solar panels.
 → turn lights off.
 In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

The hotel chain should consider improving its environmental practices. To do this, the hotels should install solar panels. This means less electricity is being used and the hotel saves profits in the long run. The hotel could also influence guests to be more environmentally friendly. This can be done by asking guests to reuse towels, turn off lights when not in use and turn off electrical appliances when they are not being used. Furthermore, the senior managers should consider using fairtrade produce to develop new menu concepts. They should also ensure the animal welfare of any meat being provided to guests. In order to implement new ethical practices by keeping the confidentiality of all guests' details and ~~the~~ possessions. Also, the hotel chain should reconsider ~~used~~ ^{using} different food providers that provide fresh and cheap produce.

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

- For starters the hotel can redesign its menu by making it out of recycled paper. ^{for guest rooms.}
- Replace all lightbulbs with eco friendly ones.
 - Cut down on portion size to prevent food waste.
 - Install water meters to cut down water wastage.
 - Offer a bus service to collect people to bring them to hotel so they don't bring cars instead.
 - ~~Install~~ Install solar panels to top of hotel to make renewable energy sources.
 - Add double glazing on all the windows to cut down on heating.
 - Use locally sustained produce.
 - Add a vegan & vegetarian options menu.
 - Cut down on plastic - cutlery/cups
 - Use ~~re-usable~~ re-usable items e.g. plates, cutlery.
 - Install eco-friendly radiator
 - Replace mattress with enviro-
environmentally friendly ones.

(Total for Question 20 = 8 marks)

These responses were awarded 5 marks

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

- One ethical environmental improvement the hotel can make is to reuse items such as towels or clothes for example wash instead buying new clothes.
- The hotel could use more ~~reusable~~ ^{recyclable} items in the workplace. This is better for the environment as less waste is being disposed and dumped.
- They managers could possibly implement the menu to contain more organic foods.
- They managers could take into consideration people with dietary need such as lactose intolerance, vegan, vegetarian and halal they could base their menus around this.
- Instead of the hotel chain throwing food away they could donate the food to homeless people/shelters. Not only does this better the environment but it also reduces food wastage.

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

Firstly, I believe that the hotel chain could consider using fairtrade products in its hotel. This is because fairtrade is ethical and organic and many consumers/people are starting to use fairtrade as it is organic and will benefit the farmers as they would get a wage. Secondly, I believe the hotel should also focus on utility bills. This is because this will benefit the hotel and the environment if less electricity is being used, less waste is being thrown away, less gas is being used which therefore will not increase the chance of global warming. People will see that the hotel is becoming eco-friendly and helping save the environment which therefore may attract more customers. Overall the hotel could benefit from this because the hotel is saving more money by considering being more ethical and environmental friendly.

(Total for Question 20 = 8 marks)

These responses were awarded 4 marks

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

One idea that a hotel chain could use to improve on its ethical and environmental practices is to use locally sourced food instead of using imported food. When using imported food it causes emissions e.g. Having ingredients brought over from America by aircraft or boat causes emissions so locally sourced food uses less emissions to transport. Also using LED lights save over the amount of electricity that the hotel chain uses also insulating the hotel chains rooms more and using double glazing would cut down on the out of heat ing that is used due to ones having to use a small amount of heat to heat the rooms.

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

The hotel could consider not using anything plastic as this will help the environment, so they could ~~also~~ use paper straws etc. A ethical improvement they could consider could be putting lights on timers and reusing towels, bed sheets etc... this will save the hotel money and time because they won't have to keep washing things over and over. Also they could use consider ~~using~~ only using a certain amount of time on free wifi a day this will save the hotel money

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

The hotel chain could consider not using disposable items as this causes wastage for the business. This leads to environmental issues and more costs that the business has to pay for. Furthermore, the hotel chain ~~can~~ could consider recycling as it is good for the businesses reputation as because it shows to the customers that they ^{business is} ~~are~~ ^{trying to} ~~protect~~ ^{help} improved the environment which makes customers feel more ^{comfortable to go into} ~~conf~~ ~~concerned~~ ~~coming~~ to the hospitality business as they would feel like they aren't affecting the environment.

(Total for Question 20 = 8 marks)

This response was awarded 2 marks

0 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

Cut down on food waste, they must buy appropriate portions of food and supply equal ~~proper~~ portions to the customers. Use disposable items like ~~the~~ paper bags if guests want to take ~~to~~ food up to their room so it can easily be disposed.

On the menu it must include, allergy, Vegetarian or vegan options to suite every customer. Also by adding healthy options it will encourage people to try it.

All waste products should be removed from the hotel everyday to stop it from causing a bad smell.

(Total for Question 20 = 8 marks)

These responses were awarded 1 mark

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

- No animal products
- Eating healthy
- Use paper disposable items as plastic is causing pollution.

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

They can recycle the bottle plastic container and napkins to help improve environmentally. They can use less utilities to help environmentally. To can improve the hygiene and quality of their hotels.

(Total for Question 20 = 8 marks)

20 A hotel chain wants to enhance its reputation regarding ethical and environmental issues.

In order to do this, it has asked its senior managers to develop new menu concepts and environmental policies and procedures that can be implemented across the hotel chain.

Discuss what ideas the hotel chain could consider to improve its ethical and environmental practices.

• using fairtrade products, ~~the~~

using disposable packaging

• ~~They can use~~ you can use different types of meat

(Total for Question 20 = 8 marks)

Summary of performance on the paper

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 with justifications given for points identified.
- 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 the business, 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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