

Please check the examination details below before entering your candidate information

Candidate surname

Other names

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

Centre Number

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Learner Registration Number

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**Wednesday 15 May 2019**

Morning (Time: 1 hour 15 minutes)

Paper Reference **21541E**

**Hospitality**

**Unit 1: Introducing the Hospitality Industry**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**SECTION A**

**Answer ALL questions.**

**Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.**

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

- A** Education
- B** Flights
- C** Food
- D** Healthcare

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

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

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**(Total for Question 2 = 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.

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

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

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

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5 Which **one** of these is a type of membership club?

- A Politically affiliated
- B Limited companies
- C Armed services
- D Free house

(Total for Question 5 = 1 mark)

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

- 1 .....
- 2 .....

(Total for Question 6 = 2 marks)

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

- .....
- .....

(Total for Question 7 = 1 mark)

8 Bruce and Maureen own a cafe as a partnership.

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

(1)

- .....
- .....

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

(2)

- .....
- .....

(Total for Question 8 = 3 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.

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.....

(Total for Question 9 = 1 mark)

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

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.....  
.....

(Total for Question 10 = 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 .....

2 .....

(Total for Question 11 = 2 marks)

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

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

1 .....

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2 .....

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

**13** Hospitality businesses must give equal opportunities to all staff.

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

1 .....

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2 .....

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**(Total for Question 13 = 2 marks)**

**14** Pubs and bars can be operated as free houses.

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

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**(Total for Question 14 = 2 marks)**

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**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 .....

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2 .....

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**(Total for Question 15 = 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 .....

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2 .....

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

**TOTAL FOR SECTION A = 30 MARKS**

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**SECTION B**

Elite Party Events caters for parties and other events.  
The company has a booking for its first wedding event. It wants the event to be a success, so it may have to employ extra staff.

**Use the information given above to answer Questions 17 – 19.**

**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 .....

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2 .....

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

(2)

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

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**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 .....

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2 .....

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**(Total for Question 18 = 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 .....

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2 .....

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**(Total for Question 19 = 4 marks)**





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