

# Mark Scheme (Results)

June 2019

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1: Introducing the Hospitality  
Industry

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

Question Number	Answer	Mark
2	Award <b>one</b> mark for:  <ul style="list-style-type: none"> <li>• financial services</li> <li>• financial advice</li> <li>• loans</li> <li>• online banking</li> <li>• telephone banking</li> <li>• insurance</li> </ul> <p><b>Do not accept any other response.</b></p>	1

Question Number	Answer	Mark
3	Award <b>one</b> mark for:  <ul style="list-style-type: none"> <li>• budget hotels</li> <li>• bed and breakfast</li> <li>• hostels</li> <li>• halls of residence</li> </ul> <p>Do not accept brand names.</p> <p><b>Accept any other appropriate response.</b></p>	1

Question Number	Answer	Mark
4	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• providing holiday bookings</li> <li>• advertising</li> <li>• excursions</li> </ul> <p><b>Accept any other appropriate response.</b></p>	1

Question Number	Answer	Mark
5	<p>Award <b>one</b> mark for:</p> <p>A. politically affiliated</p>	1

Question Number	Answer	Mark
6	<p>Award up to <b>two</b> marks for:</p> <ul style="list-style-type: none"> <li>• temporary sporting events</li> <li>• music events</li> <li>• themed events</li> <li>• functions</li> <li>• meetings</li> <li>• conferences</li> <li>• exhibitions</li> <li>• Accept weddings, parties, birthdays, christenings, festivals etc.</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
7	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• induction</li> <li>• training</li> <li>• supervise staff</li> <li>• monitor performance</li> </ul> <b>Accept any other appropriate response.</b>	1

Question Number	Answer	Mark
8a	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• sole trader</li> <li>• limited companies</li> <li>• franchises</li> <li>• in-house</li> <li>• outsourced</li> </ul> <b>Do not accept any other response.</b>	1

Question Number	Answer	Mark
8b	<p>Award <b>one</b> mark for identification and <b>one</b> mark for justification up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• shared job responsibilities (1) so less pressure on the individual (1)</li> <li>• more people are also contributing financially (1) so more money available (1)</li> <li>• more flexibility in running the business (1) someone else to rely on for support (1)</li> <li>• someone to consult over business decisions (1) less time pressure on an individual (1)</li> <li>• Debts will be shared (1) If the business is not successful (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for the following</p> <ul style="list-style-type: none"> <li>• invoice</li> </ul> <p><b>Do not accept any other response.</b></p>	1

Question Number	Answer	Mark
10	<p>Award <b>one</b> mark for identification and <b>one</b> mark for a linked expansion up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• each plate of food costs the same (1) which means profit margins can be measured accurately (1)</li> <li>• less waste (1) as portions are the correct size and not too big (1)</li> <li>• the correct amount of food is served every time (1) meeting customer expectations and resulting in repeat business</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
11	<p>Award up to <b>two</b> marks for:</p> <ul style="list-style-type: none"> <li>• increase the number of healthy eating items on the menu (1)</li> <li>• offer free salad bar (1)</li> <li>• label all items with calories, sugar, fat, salt content (1)</li> <li>• promote healthy eating messages/posters around the pub (1)</li> <li>• Change the cooking process (1)</li> <li>• Change ingredients (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
12	<p>Award up to <b>two</b> marks for:</p> <ul style="list-style-type: none"> <li>• goods are available on credit</li> <li>• can order in bulk</li> <li>• cheaper prices are negotiated</li> <li>• reliable/quick</li> <li>• quality of ingredients</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
13	<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>• equal pay for same job</li> <li>• equal access to promotion opportunities</li> <li>• merit-based selection processes</li> <li>• equal access to benefits and conditions</li> <li>• workplace free from discrimination/harassment/bullying</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2



Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for identification and a further <b>one</b> mark for expansion up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• a pub not controlled by a brewery (1) so not restricted to purchasing from a specific brewery/purchasing specific brands of beer/spirits (1)</li> <li>• a free house is independently owned (1) allowing the owners to purchase supplies independently (1)</li> <li>• a free house is not restricted on the food items that it sells (1) it can design its own menu and does not have to conform to a set company menu (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
15	<p>Award <b>one</b> mark for identifying an advantage 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 marketing campaign will be cheap to run (1) compared to other forms of marketing (1)</li> <li>• the campaign can reach a large number of people (1) in a very quick timescale (1)</li> <li>• individuals can forward/share the advertising campaign (1) as a personal referral to the hotel and its facilities (1)</li> <li>• the hotel can gain marketplace insights into its customers (1) as customer interests and opinions can be seen via their social media profiles and posts (1)</li> <li>• social media advertising allows for direct communication with customers (1) which is important when dealing with people who need information quickly (1)</li> <li>• seen by a wider range of audience (1) attracting new customers (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
16	<p>Award <b>one</b> mark for identification and a further <b>one</b> mark for expansion up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• all new staff can be made aware of the procedures (1) ensuring that the required knowledge is in place prior to entering the workplace (1)</li> <li>• new staff can be made aware of the specific risks within the business (1) equipping new staff with the knowledge about how to deal with these (1)</li> <li>• new staff can be instructed how to behave in the workplace (1) helps to reduce the risk of accidents (1)</li> <li>• effective inductions gives a good impression of the business (1) high numbers of new staff increase the risk of accidents happening (1)</li> <li>• staff handbook can be used as a point of reference (1) readily available to remind staff (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
17a	<p>Award up to <b>two</b> marks for:</p> <ul style="list-style-type: none"> <li>• the business only employs the staff when it needs them (1)</li> <li>• makes it cheaper for the business (1)</li> <li>• flexible workforce (1)</li> <li>• the business has a range of different skills available within the workforce (1)</li> <li>• Experienced staff are available (1)</li> <li>• Easy to recruit (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	2

Question Number	Answer	Mark
17b	<p>Award <b>one</b> mark for identifying a benefit and <b>one</b> further mark for explanation up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• pre-screening (1) to ensure suitable staff are employed (1) recruitment campaigns (1) can be used to target the skills to match the positions available (1)</li> <li>• Company can save time on administration tasks (1) the recruitment agency is responsible for agency staff.</li> <li>•</li> <li>• Saves the company money (1) the recruitment process is managed by the agency (1)</li> </ul>	2

	<b>Accept any other appropriate response.</b>	
<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
18	<p>Award <b>one</b> mark for identifying a disadvantage and <b>one</b> mark for justification up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• locally sourced food may be more expensive (1) affecting the profit the company makes (1)</li> <li>• availability of food items may be restricted (1) food items may not meet menu requirements (1)</li> <li>• locally sourced food may not be available in bulk (1) so quantity of food items required not available/may increase cost (1)</li> <li>• lack of range of locally sourced produce (1) limiting menu choices (1)</li> <li>• the location of the wedding may affect items that are available (1) so it is a restricted menu (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
19	<p>Award <b>one</b> mark for identifying a disadvantage and a further <b>one</b> mark for justification up to a maximum of <b>four</b> marks.</p> <p>Explain <b>two</b> disadvantages to the company of using disposable items.</p> <ul style="list-style-type: none"> <li>• creates waste (1) cost incurred to dispose of/littering of the venue (1)</li> <li>• unethical practice (1) not environmentally friendly/could damage company reputation (1)</li> <li>• cost implications (1) more expensive having to replenish stock (1)</li> <li>• company image (1) perceived lower quality of using disposables (1)</li> <li>• Disposable plates are not sturdy (1) may not suitable for purpose</li> <li>• Bad for the environment (1) affects company image (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Indicative content	Mark
20	<p>Areas for discussion in response to what ideas the hotel chain could consider to improve its ethical and environmental practices.</p> <p><b>Menu</b></p> <ul style="list-style-type: none"> <li>• only purchase animal produce from quality assured producers who maintain high standards of animal welfare, e.g. Red Tractor</li> <li>• free-range, organic produce, as this is seen to be more ethical</li> <li>• only use seasonal ingredients – all hotels to have a kitchen garden/grow your own</li> <li>• use of fair trade products</li> <li>• carbon footprint – products to be purchased locally if possible</li> </ul> <p><b>Environmental/Ethical</b></p> <ul style="list-style-type: none"> <li>• use renewable energy where possible – solar panels, small wind turbines</li> <li>• energy saving lightbulbs/light sensors</li> <li>• reducing the amount of energy used to service hotel rooms by allowing guests to choose when towels and bed linen are washed</li> <li>• cooking equipment to be turned off when not in use</li> <li>• recycling waste/food waste to be composted for kitchen/garden</li> <li>• using non-disposable items to reduce waste</li> <li>• equal opportunities for staff and staff benefits and packages to suit a flexible workforce</li> </ul> <p><b>Accept any other appropriate response.</b></p>	8

Level 0	No material worthy of credit
Level 1 1-3 marks	<p>A few factors identified <b>or</b> one or more factors 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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