

# **L2 Lead Examiner Report 2001**

**January 2020**

**L2 BTEC First in Hospitality**

**Unit 1: Introducing the Hospitality Industry**

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## Grade Boundaries

### 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 21541E

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
<b>Boundary Mark</b>	0	17	24	31	38

## Introduction

This report has been written to help you understand how learners 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 learners for future examination series.

## Introduction to the Overall Performance of the Unit

This is the 13th paper taken by learners for this unit. Learners 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 learners better for exams. This was event at in the long response questions where more detailed responses were seen.

Across a range of papers there are still elements of the specification that have not been covered well or retained by some learners. In particular, A.1, public houses and contract foodservice providers. A.3, Type of support given by other industries, where many learners got these questions wrong. These questions were at the beginning of the paper and were tested as straight forward recall. Teachers are reminded that the entire specification is in the range for this examination, so all learning aims must be taught. Learners need to have studied each aspect of the unit before taking this paper.

It was noted that some learners did not comprehend the information in the question and could not apply their learnt knowledge to the response. Their answers were a repeat of the question or content from previous questions, this could not be credited. This was evident in two questions in part B of the paper with learners giving the same or very similar responses and the responses not being developed.

There was a distinct difference between the learners 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.

Learners 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 learners when they have been asked to explain but have only listed the point. This is particularly important for learners to be able to do when questions ask for an expansion point. Two or three marks have been lost in some questions by learners as they have listed and not explained their answers. Centres should be encouraging learners to give two different responses if required in a question and expand 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 learners. Many learners listed a response and did not expand on this demonstrating their lack of knowledge and

understanding of the unit content being assessed. These learners could only be awarded from the lower band level in the level-based grid. Teachers should encourage learners to look at the level-based grid in the mark scheme in preparation for these extension questions.

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

Learners 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: A.1 - Membership clubs**

Identify **one** type of membership club.  
The correct response was **A** Sporting.

This item was a multiple-choice question that required the learners to identify one type of membership club. This required the same level of demand as previous multiple-choice items (requiring the learners to simply recall a part of the specification). In this case, one response was required with most learners giving the correct answer. This part of the specification has been tested before as a short-written response and as a multiple-choice question.

- A** Sporting
- B** Offshore
- C** Function
- D** Outsourced

**Q2 Targeted Specification Area: A.1 - Public houses**

One type of public house is a tenanted public house.  
Give **one** other type of public house.

This item was a short response question that asked learners to give one type of public house. This question was not answered as well as expected. The question was recall question from the specification. The most common responses seen were "free house" and "managed house". Some incorrect responses seen showed no understanding of public houses.

This response was awarded 1 mark

Free house

This response was awarded 1 mark

managed public house

This response was awarded 0 marks.

open house

**Q3 Targeted Specification Area: A.3 support given by other industries- tour operators**

Give **one** type of support offered by tour operators to the hospitality industry.

This item was a short response question that asked learners to give one type of support offered by tour operators to the hospitality industry. It had a mixed response with many learners giving incorrect responses by describing the role of a tour operator for its customers and not the support given by tour operators to the hospitality industry.

This response was awarded 1 mark

1 mark awarded for recommend as this part of advertising or excursions of trips.

recomend different types of pubs and  
cafes and restuants to costumers.

This response was awarded 0 mark

0 marks awarded this response is not appropriate.

Food and beverages

**Q4 Targeted Specification Area: A.3 support given by other industries- telecommunications**

State **one** type of service that telecommunications companies provide to hospitality businesses.

This item was a short response question that asked learners to state one type of service provided by telecommunication companies provide. This question was answered badly by learners and no marks could be awarded. Learners who did gain a mark used technology as expected in their responses.

This response was awarded 1 mark.

This provides phone lines.

This response was awarded 1 mark

This was a common response, as expected.

Wi-fi

This response was awarded 0 marks.

0 marks awarded as online bookings is not a type of service offered by telecommunication companies.

online bookings

**Q5 Targeted Specification Area: A.1 Hospitality services- outsourced**

Retail companies may use outsourced food service providers to provide catering services.

Give **two** other sectors that may use outsourced food service providers.

This item was a short response question and was not answered as well as expected. It has been tested in previous papers in an almost identical format. This is an example of a question that had not been covered in detail or learners had difficulty grasping. The most common correct responses seen were linked to education and health care.

This response was awarded 2 marks.

2 marks have been awarded under education and healthcare from the mark scheme.

1 Hospital

2 school

This response was awarded 0 marks.

1 Restaurants

2 Bars/Pubs Barge cafe.



**Q6 Targeted Specification Area: A.3 support given by other industries- personal services**

State **one** personal service offered by hotels to guests.

This item was a short response question and was not answered as well as expected with learners showing no understanding of a personal service. Room service was a common incorrect response.

This response was awarded 1 mark.

**6 State one personal service offered by hotels to guests.**

Booking tickets for a show or festival

This response was awarded 0 marks.

This is not a personal service so cannot be awarded.

**6 State one personal service offered by hotels to guests.**

house keeping

**Q7 Targeted Specification Area: A.3 Support given by other industry's- technology**

Identify **one** type of support offered to the hospitality industry by technology suppliers.

The correct response was **D** Hardware provision.

This question performed as expected on the paper with learners giving the correct response. A common incorrect response seen was financial advice which showed no understanding of the context of the question.

- A** Financial advice
- B** Staff recruitment
- C** Waste removal
- D** Hardware provision

**Q8a Targeted Specification Area: C.1 Ethical concerns**

Coffee shops use a large number of disposable cups.

Give **one** way a coffee shop can reduce the number of disposable cups it uses.

This item was a short response question and was a topical question where learners showed a good understanding of the subject area. The responses were mixed but mostly correct and could

be awarded. A common incorrect response seen was linked to stock control and this could not be awarded.

This response was awarded 1 mark.  
The mark was awarded for reusable cups.

use reusable <sup>Cups.</sup> ~~use~~ instead of disposable  
cups

This response was awarded 0 marks.  
No marks can be awarded for this response.

~~Don't~~ They shouldn't buy too many cups if they know they don't need them.

**Q8b Targeted Specification Area: C.1 Ethical concerns**

State **two** benefits to a coffee shop of reducing the number of disposable cups it uses.

This item was a short response question and performed as expected with most learner gaining marks and showing understanding of the topic.

This response was awarded 2 marks.

- 1 saving money
- 2 reduces the waste

This response was awarded 1 mark.  
1 mark awarded for the first point.

No marks can be awarded for the second point.

- 1 less wastage
- 2 wont have to keep buying cups

This response was awarded 1 mark.

1 mark has been awarded for the first point given.

No marks can be awarded for the second point as this is not relevant to the coffee.

1 less recycling

2 better for the environment

This response was awarded 0 marks.

No marks have been awarded as the responses are not linked to the question.

1 Dont have to always wash up all the time

2 How Recycle it can be used more than once

**Q9a Targeted Specification Area: A.2 Business ownership**

A sole trader is one type of business ownership.

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

This item was a short response question and performed well on the paper showing a good understanding of the topic. Very few incorrect responses were seen. This question has been asked in different formats in previous papers.

This response was awarded 1 mark.

Partnership

This response was awarded 1 mark.

Franchise

This response was awarded 0 marks.

Business brand names cannot be awarded.

McDonalds

**Q9b Targeted Specification Area: A.2 Business ownership- sole trader**

Give **two** advantages of being a sole trader.

This item was a short response question and performed well showing the learners understood the advantages of being a sole trader and they were able to apply their learnt knowledge.

This response was awarded 2 marks.

- 1 You are in charge of all the decisions made
- 2 They can stay with all the profit

This response was awarded 2 marks.

- 1 Being a sole trader means that they get to be their own boss.
  - 2 It also means that they make all of the profit instead of having to share it with a partner.
- (Total for Question 9 = 3 marks)**

This response was awarded 1 mark.

Both answers are similar so only 1 mark can be awarded. Learners need to be reminded to give two separate responses to the same question when required.

- 1 all the profits go to you
- 2 dont have to share profit with anyone else

This response was awarded 0 marks.

Both responses seen here are incorrect and cannot be awarded.

1 your selling your goods to other businesses

2 making more money

**Q10 Targeted Specification Area: B.1 Business standards - communication**

State **two** reasons why it is important for hospitality staff to communicate with customers professionally.

This item was a short response question and performed as expected with most learners gain at least one mark. Some learners lost marks because both responses were similar.

This response was awarded 2 marks.

1 so the customers will have a good experience as staff will be polite  
 2 the company will have a good reputation.

This response was awarded 1 mark.

0 marks were given for the first response.

1 mark has been awarded for the second response.

1 bringing in more people.

2 making all the customers happy so that they want to come back.

**Q11 Targeted Specification Area: C.1 handling food waste**

Give **two** ways the hospitality industry can reduce food waste.

This item was a short response question and performed as expected on the paper. The learners showed they have grasped this concept and were able to make good responses. This part of the specification was recalled well by learners and they were able to develop their answers in the correct context.

This response was awarded 2 marks.

1. Order the right amount
2. Offer dishes that have ~~similar~~ <sup>similar</sup> ingredients

This response was awarded 2 marks.

1. Not give as much food ~~out~~ <sup>out</sup> then they normally do.
2. They also can do set menus

This response was awarded 1 mark  
1 mark awarded for use less food

No marks can be awarded for recycling. Recycling was an incorrect response but it doesn't reduce the amount of food waste.

1. Recycling
2. use less food

1 mark awarded for realistic portion size.

No marks can be awarded for compost or grow your own.

1. give realistic portion sizes.
2. use it for compost to grow your own fresh fruit & veg.

**Q 12 Targeted Specification Area: A.1 Hotels 1 star to 5 star**

Rating systems are used by the hospitality industry to rate hotels on the quality of the accommodation they provide.

Give **two** ways a good rating can benefit a hotel.

This item was a short response question and performed as expected on the paper. This question has been asked many times in previous papers and learners have shown understanding of this concept.

This response was awarded 2 marks.  
One mark has been awarded for each response.

1 attracts customers.

2 attracts its employees.

This response was awarded 2 marks.  
One mark has been awarded for each response.

1 New customers may see the ~~review~~ good ratings and will visit the hotel

2 It can boost up the ~~hotels~~ hotel and give them a good reputation

This response was awarded 1 mark  
1 mark awarded for the first response.

The second response cannot be awarded as it is not relevant to the question.

1 If the hotel receives good ratings, more people would go there, therefore they gain more customers and income

2 The hotel can see the good and bad, they will know what they need to improve on to ensure the hotel is to the customer standards.

**Q13a Targeted Specification Area: C.1 Factors determining success in the hospitality industry**

Grant owns a cafe. He has decided to update his menu and use innovative electronic marketing to promote his new menu.

Two advantages have been explained for Grant's business of using innovative electronic marketing.

This item was a short response question and performed as expected with learners showing that they understood the question and were able to develop the concept.

This response was awarded 4 marks.

Two identification points have been identified and they have both been explained.

1 It will reach a larger audience in less time which will attract customers to come.

2 He won't have to print menus out so less money will be spent which means more profit.

This response was awarded 3 marks.

Two marks have been awarded for the first response.

One mark has been awarded for the second response identifying your target market. There is no explanation as the learner has given an example instead and therefore this cannot be awarded.

1 He's more likely to get his words across as nowadays a lot of people work on the internet it could make people ~~etc~~ attracted.

2 Electronic market also allows you to attract the type of people you trying to look for. For example people that willing to pay and enjoy



This response was awarded 1 mark.

1 mark has been awarded for the second part of the first response with no awardable expansion

No marks can be awarded for the second response as environmental issues are not an advantage for the business.

1. ~~It can be much more organised and much more cheaper and can also be much faster~~  
as it can be sorted out more effectively.
2. It can be environmentally safe as no paper / cardboard are being used.

**Q13b Targeted Specification Area: C.1 Factors determining success in the hospitality industry**

Explain **one** way the new updated menu will benefit Grant's business.

This item was a short response question and performed as expected with most learners gaining marks. Learners have shown they understand the term innovative electronic marketing

This response was awarded 2 marks.

It will allow customers to see what he sells so they can visit his cafe

The response was awarded 1 mark

It will be beneficial for to Grant's business because Grant's ~~Go~~  
Grant will waste less time making dishes and it will attract  
new customers customers.

This response was awarded 0 marks

No marks have been awarded as the learner has responded to a benefit of the customer and not to the business.

The menu will be online so <sup>customers</sup> ~~people~~  
could go online and see if their is food  
on the menu they would like rather than  
going and there not being anything they like.

#### Q14 Targeted Specification Area: C.1 Changes to operating procedures

The owner of a pizza restaurant has invested in an interactive delivery 'app' that allows customers to order food online.

Explain **two** ways this app could increase profits for the business.

This item was a short response question and performed as expected on the paper. Learners showed understanding of the topic and this was evident in the responses that gained marks.

This response was awarded 4 marks.

In the first response the learner has written in detail explaining why profits will increase by identifying customer needs/demand and how this will increase profits.

In the second response the learner has identified paying for delivery which will increase profits.

1 One way is that many people would prefer to order online as it is much faster than going to the shop to get it for themselves so many people would be ordering online as well as eating in the shop which will increase profits.

2 Another way is that those who buy online would have to pay an extra fee for delivery so the price of the food including the delivery will come down a lot more, so from this the app could increase profits for the business.

This response was awarded 2 marks.

2 marks have been awarded for the first response as businesses will not make a loss for delivering therefore the customers will have to pay either for delivery a minimum order charge or more expensive food items increasing profits for the business.

0 marks have been awarded for the second response as in busy times or distance travelled delivery may take a long time.

1 Customers will have to pay for delivery which means more profit for the business

2 It's also quicker to be delivered which means more customers will use the app.

**Q15 Targeted Specification Area: B.1 Importance of maintaining standards and quality**

Give **two** benefits to the bed and breakfast if it receives better reviews.

This item was a short response question and performed as expected in the paper. Most learners gained marks for this question. Learners grasped this concept and were able to display developed responses.

This response was awarded 2 marks.

The first response for “more people will come”. The second response was awarded for “make more profit”.

**15** Give **two** benefits to the bed and breakfast if it receives better reviews.

1 more people will come to the b&b if the reviews are good  
2 more business will happen meaning Peggy will make more profit.

This response was awarded 1 mark.

The first response has no awardable content. The second response was awarded 1 mark for “more people”.

This question is an example of how learners are improving their responses to questions by going into detail. It is important to note however that the responses have to be correct to be awarded and extra points cannot be awarded for expansion points if they are not required by the stem of the question.

1 Bed and breakfast is a lot more cheaper so the cheaper it is, the more customers it gets.  
2 The Bed and breakfast will receive more people than before which means more money.

**Q16 Targeted Specification Area: B.1 Importance of maintaining standards and quality**

Peggy is going to provide a uniform for the staff.  
Give **two** benefits for the business if staff wear a uniform.

This item was a short response and most learners gained marks for this question. The learners understood the question and were able to respond in a coherent manner.

This response was awarded 2 marks.  
1 mark for each response as they are both benefits to a business

- 1 they'll look smater and more put together
- 2 they'll look apart of a company

This response was awarded 2 marks.

- 1 It will make the bread and breakfast look more professional.
- 2 It will give the b&b a better name.

This response was awarded 0 marks.  
The response below could not be awarded.  
Centre's need to encourage learners to ensure their responses are in response to the question.

- 1 Organisation
- 2 Provide Bacterias.

**Q17 Targeted Specification Area: B.1 The importance of maintaining standards- at staff level**

Peggy has decided to introduce new customer service standards for the business. Explain **two** ways the new customer service standards would improve staff performance.

This item was a short response question that did not perform as expected on the paper. Learners showed that they did not understand the term "maintain standards". Learners that gave incorrect responses but attempted the question gave responses to the business improvement and not staff performance.

This response was awarded 3 marks.

2 marks have been awarded for the first response.

1 mark has been awarded for the identification point confident, but 0 marks awarded for the expansion point as it is a repeat of the identification point.

1 The staff will know what is expected of them and therefore conform to those standards.

2 Staff will feel more confident with what they need to do and therefore come across more confident to the customer

This response was awarded 2 marks.

2 marks were awarded for the first response.

0 marks have been awarded for the second response as it is not linked to the question.

1 it would improve because they would have standards to keep up to and to follow so that they know that's what they have to do.

2 The would learn how to be professional towards customers and not be rude or cheeky.

This response was 0 marks.

It is linked directly to improving customer service and business reputation and not staff performance therefore marks could not be awarded.

1 It will set a good first impression to all staff towards customers which is good for the business as well because if they receive good customer service, people would want to come again.  
2 It will help the business receive more profit as their staff are setting a good example by having good customer service standards and by this, people would recommend to a friend which would get more customers coming.

#### Q18 Targeted Specification Area: B.1 Maintaining standards and quality

Peggy needs to make sure that staff are following the new customer service standards.

Explain **two** ways that Peggy can monitor staff to make sure they are following the new standards.

This item was a short response question and learners understood the question. Most learners gained a mark for this question. The points were identified, and learners then developed their response to explain the identified points.

This response was awarded 4 marks.

Two marks have been awarded for the first response, customer comment cards and the explanation.

Two marks have been awarded for the second response, mystery shopper and the explanation.

1 Peggy can ask the customers to do a survey to see what the customers experience with the staff is

2 use a mystery shopper so they can experience what the staff are like in the bed & breakfast.

This response was awarded 2 marks.

Two marks have been awarded for the first response, customer reviews and the explanation. No marks can be awarded for the second point, staff training as this is not a way to monitor staff.

1 customer reviews - get customers to fill in a short survey on their stay to see what level of customer service they received.

2 Staff training - train staff in the new standards so they have the knowledge to handle them.



This response has been awarded no marks.

Both identification points, induction and training are not part of monitoring staff and cannot be credited.

1 Peggy could invite the staff to an induction to explain the following new standards and set out the new procedures for the business.

2 Peggy could train her staff so that they are fully aware of how to act and behave towards customers.

#### **Q19 Targeted Specification Area: C. 1 Factors determining success in the hospitality industry**

James owns a chain of four cafes in a small town. He wants all his cafes to have the same brand standard. James has designed a new menu for his chain of cafes. He needs to make sure that all staff provide the same quality of food in each cafe.

Discuss the factors that can make sure that James will have the same brand standard across his chain of cafes.

This item was the extended writing question the last question on the paper, and this question did not perform as expected. Most learners were awarded in the level one and two band. Most learners wrote an extended response to the question. Few learners listed answers with some student's discussing the question. A few learners wrote their answers in the form of a list and some merely discussed the question. The responses seen that were awarded one mark needed to expand on their identified points to be credited more marks.

This response was awarded 7 marks. The student has discussed valid points which have been built upon and explained.

The context of the question has been covered in the response.

James needs to make sure that ~~a~~ in all his cafes ~~there~~<sup>they</sup> have the same standards. For example, the staff will need to have the same training so all staff know the same thing. They also need the same uniform & the same standards, they need to all look presentable. Their customer service should also be the same as they learn this in the training.

The food from each cafe should be from the same supplier so then the food product & quality is the same. If not then the customers may complain or not like the food.

When managing the cafe the managers from each cafe should have the same training so they are able to manage the business ~~as~~ together.

Each premise of the cafe should be the same for example ~~they~~ all

premises should look professional & clean.

Each ~~p~~ cafe should have the same theme ~~so~~ ~~as~~ and same name so customer know those ~~&~~ cafes are the same.

The staff chef ~~are~~ need ~~good~~ the same knowledge of cooking so in each cafe the food quality is nearly the same.

This response was awarded 5 marks. This response fits into the middle section of the level 2 grade descriptors.

At each location of cafes they have to make sure all staff are trained equally and fairly at every store the following is that the portion size should be the same at every store across. All ingredients are from the same supplier and not from anyone else. To prepare food or drinks all the equipments to prepare food and drinks are all the same standard and clean. At every store all the designs should be the same, & the looks, building, and how it feels. All the promotional materials are the same at each locations. The branding and colour schemes are the same and the menu should be the same across the stores, pricing should stay fixed at every location.

This response was awarded 3 marks. This has been presented in a list format and covers a few points with no discussion.

- He will have to send an email to the other cafes so they know what to cook.
- He needs to give the cafes a set menu & so all his cafes will produce.
- give the same food to all his cafes
- employ the right staff for the right job.
- keep the same since.
- give the right equipment.
- put the same staff in all the pubs
- put offers on list once a month.

This response was awarded 1 mark. The only point that can be awarded is for the well- trained staff. No other part of the response is relevant to the question.

Have <sup>different</sup> ~~the same~~ menu's for all four ~~rest~~ cafes. To have a high standard of cafe he needs to have well trained staff and a qualified chef in all 4 of his cafe.

James could have a page on social media which is advertising his cafe so he can get more customers. Make sure all staff are working to the best of their ability to make the cafe look good and attract ~~affers~~ plenty more customers.

Make sure all cafes are all nice and clean to make customers welcome and safe to eat. He could ~~also~~ also have different styles of food in each cafe but it must be quality food.

This response was awarded 0 marks. The response was not linked to the question.

he can provide entertainment in the cafe so more customers will want to stay for longer because they are enjoying themselves and will want to come back ~~more~~ more regularly.

He could add cameras into each of the 4 cafes so that he can keep an eye on all 4 cafes at once and to make sure that ~~the~~ the staff are doing their job correctly. Another way is to add cameras into the uniform of the staff. To make sure the same food is cooked he cooked make sure that the staff understand what they are supposed to do each day.

## Summary:

In preparing for this external assessment, the following should be noted. Learners 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.
- Learners 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.
- Learners should be encouraged to write within the correct area for each question to ensure the examiner has full access to the responses and the context they are written. Learners should be encouraged to ask for extra paper if required to write their responses fully.

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