



Mark Scheme

January 2020

BTEC Level 1/Level 2 First Award in
Hospitality

Unit 1: Introducing the Hospitality
Industry

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Month year

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Question Number	Answer	Mark
1	Award one mark for: A - Sporting	1

Question Number	Answer	Mark
2	Award one mark for: Managed Leased Free house	1

Question Number	Answer	Mark
3	Award one mark for: Providing holiday bookings Advertising Excursions Trips Accept any other appropriate response.	1

Question Number	Answer	Mark
4	Award one mark for: Providing internal communication systems Providing external communication systems - phones Access to Wi-Fi and fast broadband Accept any other appropriate response.	1

Question Number	Answer	Mark
5	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Travel Business Education Healthcare Remote and offshore locations Corporate hospitality Government and local authority provision Armed services Leisure venues and events</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
6	<p>Award one mark for:</p> <p>Hairdressing Beauty treatments Ticket booking Retail services</p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
7	<p>Award one mark for:</p> <p>D - Hardware provision</p>	1

Question Number	Answer	Mark
8a	<p>Award one mark for:</p> <p>Use environment-friendly plastic reusable cups</p> <p>Increase a surcharge on disposable cups</p> <p>Encourage customers to bring their own cups</p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8b	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Enhanced company image</p> <p>Encourage more customers to return</p> <p>Reduce the waste it produces</p> <p>Reduction in cost for waste disposal</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
9a	<p>Award one mark for:</p> <p>Partnerships</p> <p>Limited companies</p> <p>Franchises</p>	1

Question Number	Answer	Mark
9b	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>You make all the business decisions Easy to set up / close the business Decisions are made quickly Owner keeps all the profit May not need to employ staff / pay wages</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>No misunderstandings Customer satisfaction Business image is maintained Reduction of complaints</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
11	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Smaller portions (1) Reuse food (1) Introduce a specials menu to use up leftover food (1) Regular stock checks (1) Only order food that is needed (1) Accurate purchasing (1)</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
12	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Raise the business profile Increase business Better reputation Secure customer base</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
13a	<p>Award two marks for identification and a further two marks for expansion, up to a maximum of four marks.</p> <p>Most people have internet access (1) it will be seen by a wider audience (1)</p> <p>Free advertising (1) people will pass on the link to the menu (1)</p> <p>Fast way to reach people (1) internet can be accessed instantly (1)</p> <p>Updates can be instant (1) new offers and menu items can be added quickly (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
13b	<p>Award one mark for identifying a benefit and a further one mark for justification, up to a maximum of two marks.</p> <p>Customer satisfaction (1) customers will stay loyal with new items to try (1)</p> <p>Attract new customer base (1) new menu items encourage new customers (1)</p> <p>Company profile (1) improved business reputation with competing business (1)</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
14	<p>Award two marks for identifying a benefit and a further two marks for justification, up to a maximum of four marks.</p> <p>Customer image (1) people will want to use the new technology and tell other (1)</p> <p>Less errors with orders (1) customers will be responsible for ordering their own meals (1)</p> <p>Reach a wider audience (1) app delivery companies advertise (1)</p> <p>Appeal to more customers (1) food is ordered and delivered without customers leaving home (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
15	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Improved reputation Attract new business Encourage repeat business Improved staff morale</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
16	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <p>Staff look smart if they are all dressed to the same standard</p> <p>Guests can identify staff by their uniform</p> <p>Uniforms can protect staff from harm</p> <p>Smart staff give a good business impression</p> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
17	<p>Award two marks for identifying a benefit and a further two marks for justification, up to a maximum of four marks.</p> <p>All staff can follow the guidance (1) the guidance has been made available to them (1)</p> <p>Staff expectations are written down (1) no misunderstanding (1)</p> <p>Good hygiene/presentation/communication are work-based rules (1) staff have no excuse not to follow guidance if it is presented to them (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
18	<p>Award two marks for identifying a way and a further two marks for justification, up to a maximum of four marks.</p> <p>Staff can be supervised (1) to ensure standards are being met (1)</p> <p>Mystery customer (1) feedback to management about standards (1)</p> <p>Customer comment cards (1) customers can be encouraged to feedback on staff (1)</p> <p>Accept any other appropriate response.</p>	4

Question Number	Indicative content	Mark
19	<p>Staff training</p> <p>Staff will have to be trained in the preparation of the different menu items.</p> <p>Portion size will have to be standardised.</p> <p>Dish presentation and finishing techniques will have to be standardised with staff.</p> <p>Staff will wear the same uniform</p> <p>Staff have to be developed to follow the company ethos.</p> <p>Team approach to working across the business.</p> <p>Ingredients/fixture and fittings</p> <p>Ingredients will have to be sourced from the same supplier to ensure consistency.</p> <p>Central food ordering systems to ensure all ingredients are available when needed.</p> <p>All cafes will have to be decorated the same. All furniture will have to be standardised.</p> <p>Staff involvement</p> <p>Staff will have to buy into the idea of the new menu and follow the instructions and recipes.</p> <p>Staff will have to follow the new brand standard in how they communicate with customers.</p> <p>Staff will have to keep updated with all promotions across the business.</p> <p>Staff should be prepared to work to the same brand standard in any cafe.</p>	8

	<p>Innovative marketing</p> <p>Material will have to be produced to ensure all cafes have the same menus and offers running at the same time.</p> <p>Leaflets and promotions for all cafes taking place at the same time.</p> <p>All merchandise will have to have the same design and logo.</p>	
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Question Number	Indicative content
Level 0	No material worthy of credit
Level 1 1-3 marks	<p>A few factors identified or one factor described in limited detail.</p> <p>The answer is likely to be in the form of a list.</p> <p>Factors identified will be superficial/generic.</p> <p>Examples are not always relevant to the given context.</p>
Level 2 4-6 marks	<p>One or more factors clearly described.</p> <p>Most of the factors will be relevant to the given context but the link will not always be clear.</p> <p>Most of the examples will be relevant to the given context.</p>
Level 3 7-8 marks	<p>Range of factors described or 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>

Ofqual



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