



# Mark Scheme (Results)

January 2021

Pearson BTEC Firsts In Hospitality (21541E)  
Unit 1: Introducing the Hospitality Industry

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## Unit 1: Introducing the Hospitality Industry

### General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

### Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Question Number	Answer	Mark
1	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Bed and breakfast</li> <li>• Hostels</li> <li>• Halls of residence</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
2	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Beauty treatments</li> <li>• Ticket booking</li> <li>• Retail services</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
3a	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Travel</li> <li>• Business</li> <li>• Retail</li> <li>• Healthcare</li> <li>• Remote and offshore locations</li> <li>• Corporate hospitality</li> <li>• Government and local authority</li> <li>• Leisure venues and events</li> <li>• Armed services</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
3b	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• Outsourced</li> </ul>	(1)

Question Number	Answer	Mark
4	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• Professional behaviour</li> <li>• Appropriate presentation</li> <li>• Appropriate language</li> <li>• Adhere to dress code</li> <li>• Appropriate communication</li> <li>• Comply with all necessary guidelines to ensure customer safety</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
5	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• By reducing its carbon footprint</li> </ul>	(1)

Question Number	Answer	Mark
6	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Food</li> <li>• Beverage</li> <li>• Information on products</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
7a	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Sole traders</li> <li>• Partnerships</li> <li>• Limited companies</li> </ul>	(1)

Question Number	Answer	Mark
7b	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• The owners don't have full control of their business</li> <li>• The owners must follow the rules set by the franchiser</li> <li>• Franchises can be expensive</li> <li>• If the franchiser's business fails, so will the franchisee</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for each of the following, up to a total of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Use recycling services</li> <li>• Reverse vending machines</li> <li>• Provide water fountains</li> <li>• Provide reusable bottles</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
9a	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Tenanted</li> <li>• Leased</li> <li>• Free</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
9b	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• All profit remains within the business</li> <li>• Control over what is sold</li> <li>• Control over opening hours</li> <li>• Outlet for own products</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
10a	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Purchase specification</li> <li>• Purchasing order</li> <li>• Delivery note</li> <li>• Returns note</li> <li>• Invoice</li> <li>• Statement</li> </ul>	(1)

Question Number	Answer	Mark
10b	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• To cover the cost of goods not charged for</li> <li>• Issued to the buyer for faulty goods</li> <li>• Given to the purchaser as a refund</li> <li>• Shows the amount of money refunded by the seller</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Food miles</li> </ul>	(1)



Question Number	Answer	Mark
12	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• Wastage</li> <li>• Pilferage</li> <li>• Poor stock control</li> <li>• Portion control</li> <li>• Sudden closure due to pandemic</li> <li>• Government imposed changes to operating practices</li> <li>• Changing costs of raw material</li> </ul> <b>Accept any other appropriate response.</b>	(1)

Question Number	Answer	Mark
13a	Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for justification, up to a maximum of <b>two</b> marks. <ul style="list-style-type: none"> <li>• Staff understand their job role (1) staff will feel more confident to carry out the job (1)</li> <li>• Staff will make less mistakes (1) staff know what to do (1)</li> <li>• Staff efficiency (1) staff know the job and work faster (1)</li> <li>• Staff take responsibility (1) they understand what to do (1)</li> </ul> <b>Accept any other appropriate response.</b>	(2)

Question Number	Answer	Mark
13b	<p>Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for justification, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Buy in bulk (1) availability of products in large quantities (1)</li> <li>• Reliability (1) products are always available (1)</li> <li>• Delivery option (1) cash and carry can deliver, saving time (1)</li> <li>• Credit options available (1) spreading cost of payment (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for a justification, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Quick/instant for customers to book (1) increasing business (1)</li> <li>• Saves money for the business (1) Reduce staff hours needed to make bookings (1)</li> <li>• Easy for the restaurant to update (1) allowing changes to be made efficiently (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
15a	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Two for the price of one</li> <li>• Children eat free</li> <li>• Set price for meals</li> <li>• Discount vouchers</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
15b	<p>Award <b>two</b> marks for identification and a further <b>two</b> marks for explanation, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Allow community groups to advertise for free (1) people using the café will see the adverts (1)</li> <li>• Allow community groups to meet at his cafe (1) offer a central meeting place for free (1)</li> <li>• Sponsorship (1) the café could sponsor local events (1)</li> <li>• Provide free refreshments (1) allowing community projects to save money (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
16a	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Websites</li> <li>• Telephone apps</li> <li>• Social media</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
16b	<p>Award <b>one</b> mark for:</p> <ul style="list-style-type: none"> <li>• Reaches a wide audience</li> <li>• Can be free to use</li> <li>• Easy to pass on</li> <li>• Easy to update</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
17	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• People will want to try a new concept</li> <li>• Apply to a wider audience</li> <li>• Appeal to people's ethical concerns</li> <li>• Appeal to people's environmental concerns</li> </ul>	

	<ul style="list-style-type: none"> <li>• People associate vegetarian and vegan with health</li> <li>• Appeal to vegetarian/vegan customers</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)
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Question Number	Answer	Mark
18	<p>Award <b>two</b> marks for identification and <b>two</b> marks for explanation, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Supervise staff (1) watch staff to ensure rules are followed (1)</li> <li>• Monitor performance (1) this will ensure compliance (1)</li> <li>• Introduce a new staff manual (1) allowing staff to refer to the manual at any time (1)</li> <li>• Introduce a buddy system (1) staff can work together to learn from each other (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
19	<p>Award <b>two</b> marks for identification and a further <b>two</b> marks for explanation, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Staff are paid appropriately (1) paid for the job undertaken/ skill needed for the job (1)</li> <li>• Equal employment rights (1) regardless of age, sex etc. (1)</li> </ul>	

	<ul style="list-style-type: none"> <li>• Equal promotion opportunities (1) this should be based on performance (1)</li> <li>• Equal access to training (1) allowing all staff to progress in their job role (1)</li> <li>• Family-friendly company (1) work shift changed to suit family commitments (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(4)
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Question Number	Answer	Mark
20	<ul style="list-style-type: none"> <li>• Tour operators</li> </ul> <p>-support will be needed to advertise his concept, organise trips etc. including a visit to the diner.</p> <ul style="list-style-type: none"> <li>• Transport links</li> </ul> <p>-to ensure accessibility links with local taxi company, discounts for customers.</p> <ul style="list-style-type: none"> <li>• Banks</li> </ul> <p>-finance, finance advice to include how to manage finance, business charges, business plan, loan, repayment schemes, business and employee insurance.</p> <ul style="list-style-type: none"> <li>• Telecommunications</li> </ul> <p>-Access to Wi-Fi, internal communication systems, smartphones, tablets and computers.</p> <ul style="list-style-type: none"> <li>• Technology suppliers</li> </ul> <p>- hardware and software to competently run a new business effectively, stock control packages, ordering systems for customers and stock.</p>	

	<ul style="list-style-type: none"> <li>• Suppliers</li> </ul> <p>-provide the goods and services required, ranging from building material, fixtures and fittings to menu items, PPE, signage and sanitiser for infection control</p> <ul style="list-style-type: none"> <li>• Recruitment agencies</li> </ul> <p>- provide qualified staff, full time or agency, save the business time trying to recruit suitable staff.</p> <ul style="list-style-type: none"> <li>• Waste removal</li> </ul> <p>- recycling services, correct disposal of items to comply with regulations.</p> <ul style="list-style-type: none"> <li>• Utilities</li> </ul> <p>- all providers are competitive and offer packages, need to investigate a reliable company offering competent service in your area.</p> <ul style="list-style-type: none"> <li>• Training</li> </ul> <p>-ensure staff are trained by a recognised company on all aspects of the business including, infection control, cleaning, and customer care.</p>	<p>(8)</p>
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Level 0	No material worthy of credit
Level 1 1-3 marks	<p>A few factors identified <b>or</b> 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, <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>





Llywodraeth Cymru  
Welsh Assembly Government

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