

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 6 January 2021**

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** A hotel is one type of business that may offer accommodation in the hospitality industry.

Give **one** other type of business that may offer accommodation.

.....  
.....

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

- 2** Five-star hotels may offer hairdressing as a personal service for customers.

Give **one** other personal service a five-star hotel may offer.

.....  
.....

**(Total for Question 2 = 1 mark)**

- 3** (a) The education sector may use contract food service providers to supply their catering.

State **one** other sector that may use contract food service providers.

**(1)**

.....  
.....

- (b) Identify the name given to contract food service providers.

**(1)**

- A** Specialised
- B** Outsourced
- C** Wholesale
- D** Franchised

**(Total for Question 3 = 2 marks)**



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4 Give **one** way hospitality staff can maintain a high level of customer service.

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(Total for Question 4 = 1 mark)

5 Identify **one** way a hospitality business can meet customers' ethical concerns.

- A By reducing its opening hours
- B By reducing its profit
- C By reducing its carbon footprint
- D By reducing its wage bill

(Total for Question 5 = 1 mark)

6 Accommodation is one service offered by the hospitality industry.

Give **one** other product offered by the hospitality industry.

.....

.....

(Total for Question 6 = 1 mark)



7 (a) A franchise is a type of business ownership.  
State **one** other type of business ownership.

(1)

.....

.....

(b) State **two** disadvantages of owning a franchise.

(2)

1 .....

.....

2 .....

.....

**(Total for Question 7 = 3 marks)**

8 A school puts all the plastic drinks bottles used by staff and students into its general waste container.

Give **two** ways a school can help to reduce the number of plastic bottles put into the general waste container.

1 .....

.....

2 .....

.....

**(Total for Question 8 = 2 marks)**

9 (a) One type of public house is a managed public house.

Give **one** other type of public house.

(1)

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(b) Give **one** benefit of running a managed public house.

(1)

.....

.....

**(Total for Question 9 = 2 marks)**

**10** (a) A credit note is a document in the purchasing cycle.

State **one** other document in the purchasing cycle.

(1)

.....

.....

(b) State the purpose of a credit note.

(1)

.....

.....

**(Total for Question 10 = 2 marks)**

**11** Name the term given to the distance fresh vegetables travel from where they are grown to the customer's plate.

.....

.....

**(Total for Question 11 = 1 mark)**

**12** Give **one** factor that can impact on the gross profit of a hospitality business.

.....

.....

**(Total for Question 12 = 1 mark)**



**13** (a) Flora has opened a new cafe and has employed some part-time staff. She is planning to train the new staff.

Explain **one** benefit to the business of training staff.

(2)

.....

.....

.....

(b) Flora is planning to use a cash and carry to purchase all the products that she sells in her cafe.

Explain **one** benefit to Flora of using a cash and carry.

(2)

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**(Total for Question 13 = 4 marks)**

**14** Flora has introduced an interactive electronic booking system on the cafe's website so that customers can book tables for meals.

Explain **one** benefit to the cafe of introducing an electronic system.

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

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15 (a) Rajiv runs a cafe and is trying to attract more customers by introducing special offers.

Give **two** special offers Rajiv can introduce to attract more customers.

(2)

1 .....

2 .....

(b) Rajiv wants to use his cafe to support local community projects.

Explain **two** ways Rajiv can use his cafe to support local community projects.

(4)

1 .....

2 .....

(Total for Question 15 = 6 marks)

**TOTAL FOR SECTION A = 30 MARKS**



**SECTION B**

Lexi runs a fast food takeaway and has rebranded the menu to include food suitable for vegetarian and vegan diets.

The new menu includes a variety of meat replacement products.

**Use the information given above to answer Questions 16 – 19.**

**16** (a) Give **two** ways Lexi can use innovative marketing to promote the rebranded menu.

(2)

1 .....

.....

2 .....

.....

(b) Give **one** advantage for the takeaway of using innovative marketing.

(1)

.....

.....

**(Total for Question 16 = 3 marks)**

**17** Give **one** way the new menu could increase the number of customers using the takeaway.

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**(Total for Question 17 = 1 mark)**

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**18** Lexi has introduced new procedures about how the menu items should be cooked and served.

Explain **two** ways she can ensure staff comply with the new procedures.

1 .....

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.....

.....

2 .....

.....

.....

.....

**(Total for Question 18 = 4 marks)**

**19** Lexi wants to treat her staff fairly.

Explain **two** ways she can make sure that the staff in her takeaway are treated fairly.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

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



**20** Thomas has bought a disused railway carriage in a small seaside town. He plans to change the carriage into an American-style diner on the seafront. He has a lot of work to do before he can open the diner to the public.

Discuss the support and help Thomas will have to obtain from other industries to make sure that the diner is a success.

Dotted lines for writing.

**(Total for Question 20 = 8 marks)**

**TOTAL FOR SECTION B = 20 MARKS  
TOTAL FOR PAPER = 50 MARKS**

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