

Mark Scheme (Results)

January 2012

Principal Learning in Hospitality
(HO101)

Paper 01

Introducing Hospitality Services

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Question Number	Answer	Mark
1	<ul style="list-style-type: none"> • Schools • Cruise ships, Airlines, Train travel, Coach travel • Night club • Members club • College • Health spa, Leisure centre • Golf club, sports club • Nurseries • Prisons • Hospitals <p>(one mark for each correct answer) Award marks for other suitable responses</p>	(4)

Question Number	Answer	Mark
2	<p>4 star hotels offers the following services that most B&B would not offer:</p> <ul style="list-style-type: none"> • 24 hour room service and normally you would not expect to find this within a B&B • Fully automated check in and check out • Business services (e.g. printing, conference meeting and presentation services and equipment). • Any time dining and drinking arrangements • private bathing facilities (some B&Bs do not always have this facility) • A separate restaurant • A wide selection of different food and beverage options to chose from • Some 4 star Hotels may have sports facilities (e.g. Gym, pool squash courts tennis courts). <p>(one mark for each correct answer) Award marks for other suitable responses</p>	(4)

Question Number	Answer	Mark
3	<ul style="list-style-type: none"> • Bar, restaurant • Room service • Internet • Reception • Porter service • Laundry service • Spa, gym, health club 	(4)

	<ul style="list-style-type: none"> • Events (e.g. wedding, beauty parlour, pool, disco , • Entertainment, sports activities • Baby-sitting service , children’s crèche <p>(one mark for each correct answer)</p> <p>Award marks for other suitable responses</p>	
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Question Number	Answer	Mark
4	<ul style="list-style-type: none"> • Table service • Excellent service and a quality meal <p>(one mark for each correct answer)</p>	(2)

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> • Silver service <p>(one mark)</p>	(1)

Question Number	Answer	Mark
6	<ul style="list-style-type: none"> • Pork casserole <p>(one mark)</p>	(1)

Question Number	Answer	Mark
7	<p>Answers could include:</p> <ul style="list-style-type: none"> • Brochures and guides in other languages, eg. tourist information, guest information • Translator - to help communicate the requirements of the guests • Travel guide - travel guide to aid the guest visit by ensuring they get to places correctly and safely and also, inform the guest of travel information. • Staff at the hotel to speak a second language - to help the hotel inform the guest of the products and service details. • Pictorial signage (eg safety signs and directional signs) • Multi-lingual signs in public areas and guest rooms eg fire instructions, environmental, guest facilities, recycling, operating equipment, • PC linked to language web sites for guest to use. 	(6)

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Identifies one or two points or one point with a limited explanation.
2	3-4	Two or more points identified with at least one explanation or three to four points identified with no explanation.
3	5-6	Four points identified with a least one explanation or four points identified and two explanations.

Question Number			Mark
8	<p>Answers could include:</p> <ul style="list-style-type: none"> • Formal or informal verbal feedback from customers, colleague or Managers • Talking to customers and having effective non-intrusive communication during and after the meal • Lack of customer complaints verbal or written: • Customer letters of appreciation being received by the restaurant or head office • Customer questionnaire • Guest comment cards identifying a good service and positive feedback • Suggestion box • Tips or gratuities from customers • Formal or informal feedback from line manager • Repeat business, either within the establishment or across similar branches of the same company • Possible increase in sales <p>(one mark for each correct answer and one mark for an explanation)</p> <p>Award marks for other suitable responses.</p>		(6)
Level	Mark	Descriptor	
	0	No rewardable material	
1	1-2	Identifies one or two points or one point with a limited explanation.	
2	3-4	Two or more points identified with at least one explanation or three to four points identified with no explanation.	
3	5-6	Four points identified with a least one explanation or four points identified and two explanations, or three points identified with all three having an explanation.	

Question Number	Answer	Mark
9	<ul style="list-style-type: none">• Settling the bill or account• Offer Information such as local attractions• Take bookings for restaurant• Book transport ie, trains, private hire, plane tickets etc.• Check in/ Check out• Book rooms• Offer directions• Wake up call• Newspaper ordering• Take bookings for other events either in or outside the hotel• Full postal service <p>(one mark for each correct answer)</p> <p>Award marks for other suitable responses</p>	(3)

Question Number	Answer	Mark
10	<p>Answers could include:</p> <ul style="list-style-type: none">• Ask the guest if they would like to have a seat in a comfortable area, so that you can prevent the rest of the guests hearing the complaint.• Listen in full to the guest and be receptive and understanding to their complaint.• Ensure that you give the guest your full attention and also ensure that your body language is not making the guest feel as if he/she is not being listened to or taken seriously.• Ensure you respond to the guest to acknowledge that you are clearly listening and understand the situation and reply in a clear and apologetic tone.• Offer the guest a complimentary drink and ensure that the guest is comfortable and has something to help them pass the time, perhaps offer an area with news papers, TV, Books.• Ask the guest if they would like you to book them into a different restaurant close by and may consider offering the guest a taxi to the other restaurant if needed.• Offer discount on meal or drinks or next returning visit.• If required ask the supervisor or manager to speak to the guest to apologise and explain why this has happened.• Re-visit the waiting list to see if there is any way that the guest could be fast tracked into the restaurant to ensure a mistake has not been made with the estimated waiting time.• Allow the guest to look at the menu and take the order in the lounge so that the chef can have the food ready as soon as the guest sits at the table to save any more time.	(6)

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Identifies one or two points or one point with a limited explanation.
2	3-4	Two or more points identified with at least one explanation or three to four points identified with no explanation.
3	5-6	Four points identified with a least one explanation or four points identified and two explanations. (one mark for each correct answer and one mark for an explanation)

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