

Write your name here

Surname	Other names
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Edexcel
Principal Learning

Centre Number

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Candidate Number

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Hospitality

Level 2

Unit 1: Exploring the UK Hospitality Industry

Thursday 12 January 2012 – Morning
Time: 1 hour

Paper Reference
HO201/01

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 candidate 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.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL questions. Write your answers in the space provided.

1 There are approximately 12,000 hotels in the UK with the sector employing almost 250,000 people.

Identify **three** different types of business that make up the hotel sector.

- 1
- 2
- 3

(Total for Question 1 = 3 marks)

2 Working in the hospitality industry provides employees with transferable skills.

Identify **four** skills that could be transferable to other job roles.

- 1
- 2
- 3
- 4

(Total for Question 2 = 4 marks)

3 A concierge or porter provides information and additional services for guests staying in hotels.

Identify **four** additional services that a concierge or porter may be asked to provide for guests.

- 1
- 2
- 3
- 4

(Total for Question 3 = 4 marks)



4 Many companies supply the hospitality industry and provide goods and services that allow the industry to function.

(a) Identify **two** suppliers to the hospitality industry.

(2)

1

2

(b) For **each** of the suppliers you have identified, explain the additional benefits they could provide to a hospitality business.

(i) Supplier 1

(2)

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(ii) Supplier 2

(2)

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(Total for Question 4 = 6 marks)



5 TV and radio cookery programmes continue to increase in popularity.

Explain how cookery programmes can benefit the hospitality industry.

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(Total for Question 5 = 3 marks)

6 A *people 1st* report published in September 2010 identified that 32% of catering job vacancies were hard to fill.

Explain **two** possible reasons for this.

1

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2

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(Total for Question 6 = 4 marks)



9 You are the manager of a coffee chain outlet within a large shopping mall.

Julie is an employee at the coffee chain outlet.

During Julie's annual appraisal you have a discussion with her about her career ambitions. Julie is one of your most reliable and hardworking employees.

Julie's profile

Name	Julie — coffee shop assistant
Age	19
School qualifications	GCSEs in: Maths (C) English (C) Food Technology (D) History (B) French (A)
Other qualifications	None
Employment history	Coffee House — Full time since leaving school.

Julie highlighted during her appraisal that she wishes to make a career within the hospitality industry.

As her employer, advise Julie how she can improve her career prospects.

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(Total for Question 9 = 6 marks)



10 Below is an extract from a report published by *people 1st*, the Industry Skills Council.

Core occupations

The sector employs both a large number of core occupations (specific to the sector) and additional occupations (found in most sectors). The following provides employment numbers for the sector's core occupations:

- Chefs and cooks (255,100)
- Bar staff (197,800)
- Restaurant and catering managers (148,200)
- Hotel and accommodation managers (57,700)
- Kitchen and catering assistants (394,600)
- Publicans and managers of licensed premises (46,900)
- Travel consultants (47,500)
- Leisure and theme park attendants (17,900)
- Travel and tour guides (15,900)
- Travel agency managers (9,000)
- Conference and exhibition managers (23,700)
- Hotel porters (11,300)



(Source: people1st Sept 2010)

(a) Identify the occupation with the largest number of employees. (1)

(b) Identify the occupation with the smallest number of employees. (1)

(Total for Question 10 = 2 marks)



11 A human resources department uses different sources for advertising vacancies to recruit staff.

Identify the best source to recruit the following staff.

(a) Hotel general manager (1)

(b) Part-time room attendant (1)

(c) Cocktail barstaff (1)

(d) Executive head chef (1)

(Total for Question 11 = 4 marks)

TOTAL FOR PAPER = 50 MARKS



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