

Mark Scheme

Summer 2013

Principal Learning  
Hospitality (HO101/01)  
Unit 1: Introducing Hospitality  
Services

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Question	Mark
<b>1</b>	D Nightclub	<b>(1)</b>

Question Number	Question	Mark
<b>2</b>	<ul style="list-style-type: none"> <li>• Bed and Breakfast</li> <li>• Hostel</li> <li>• Guest House</li> <li>• Pubs</li> <li>• Membership clubs</li> <li>• Universities</li> </ul> <p>Award 1 mark for any additional suitable answer</p>	<b>(3)</b>

Question Number	Question	Mark
<b>3(a)</b>	<ul style="list-style-type: none"> <li>• Toiletries</li> <li>• Newspaper</li> <li>• Food</li> <li>• Alcoholic beverages</li> <li>• Non-alcoholic beverages</li> <li>• Stationery materials (pens, paper etc)</li> </ul> <p>Award 1 mark for any additional suitable answer</p>	<b>(2)</b>

Question Number	Question	Mark
<b>3(b)</b>	<ul style="list-style-type: none"> <li>• Restaurant</li> <li>• Room service</li> <li>• Porterage</li> <li>• 24 hour reception</li> <li>• Laundry service</li> <li>• Baby-sitting service</li> <li>• Car Hire</li> <li>• Foreign currency exchange service</li> <li>• Conference centre</li> <li>• Office services</li> <li>• Gym/ Leisure facilities</li> </ul> <p>Award 1 mark for any additional suitable answer</p>	<b>(2)</b>

Question Number	Question	Mark
<b>4 (a)</b>	<p>Wheelchair picture</p> <ul style="list-style-type: none"> <li>• Ramp</li> <li>• Easy access rooms and toilets</li> <li>• Wider Door ways</li> <li>• Adapted bathroom facilities</li> <li>• Easy access to designated car parking</li> </ul> <p>Award 1 mark for any additional suitable answer</p>	<b>(2)</b>

Question Number	Question	Mark
<b>4 (b)</b>	Family with young children <ul style="list-style-type: none"> <li>• Entertainment (children’s play area/club etc.)</li> <li>• Children’s menu</li> <li>• Baby listening service/crèche</li> <li>• Highchair</li> <li>• Children’s activity packs</li> <li>• Baby changing facilities</li> </ul> Award 1 mark for any additional suitable answer	<b>(2)</b>

Question Number	Question	Mark
<b>4 (c)</b>	Honeymoon couple <ul style="list-style-type: none"> <li>• Honeymoon suite</li> <li>• Room service</li> <li>• Breakfast in bed</li> <li>• Champagne, flowers and chocolates in room</li> <li>• Late check-in and check-out facilities</li> </ul> Award 1 mark for any additional suitable answer	<b>(2)</b>

Question Number	Question	Mark
<b>5(a)</b>	Fast food answer may include descriptions of the following <ul style="list-style-type: none"> <li>• Affordable (1)</li> <li>• Easily accessible (1)</li> <li>• Counter service(1)</li> <li>• Disposable food packaging (1)</li> <li>• Self clear (1)</li> <li>• High volume (1)</li> <li>• Short meal time (1)</li> <li>• Quick service (1)</li> <li>• Standard portion size (1)</li> <li>• Quick food production (1)</li> <li>• Limited cooking methods (1)</li> </ul> Award marks for other suitable answers	<b>(3)</b>

Question Number	Question	Mark
<b>5(b)</b>	Fine dining answer may include descriptions of the following <ul style="list-style-type: none"> <li>• High price (1)</li> <li>• Reservations recommended (1)</li> <li>• Table service (1)</li> <li>• High quality crockery, cutlery and glasses (1)</li> <li>• Wine list (1)</li> <li>• Low volume (1)</li> <li>• Extended meal time (1)</li> </ul>	<b>(3)</b>

	<ul style="list-style-type: none"> <li>• specialised service (1)</li> <li>• Wide range of ingredients (1)</li> <li>• Wide range of cooking methods (1)</li> <li>• Elaborate presentation of food (1)</li> </ul> <p>Award marks for other suitable answers</p>	
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Question Number	Question	Mark
<b>6</b>	<ul style="list-style-type: none"> <li>• Prompt, efficient and friendly service (1)</li> <li>• Thorough product knowledge (1)</li> <li>• Providing accurate information (1)</li> <li>• Knowledge of regular customer requirements (1)</li> <li>• Customer loyalty scheme (1)</li> <li>• Special offers (1)</li> <li>• Recognising customers (1)</li> </ul> <p>Award maximum of 1 mark for identification only Award additional marks for an extended answer</p>	<b>(3)</b>

Question Number	Indicative Content	
<b>7</b>	<p>Answer could include</p> <ul style="list-style-type: none"> <li>• Apologise to the customer</li> <li>• Reassure the customer that you will deal with the problem</li> <li>• Check with the rest of the party that all is ok with their meal.</li> <li>• Take food back to the kitchen and have a fresh meal made</li> <li>• Offer them a complimentary drink while they wait for their new meal</li> <li>• Ask the rest of the customers in the party if they are happy to carry on whilst one of the party is having their meal re cooked. If not then arrange for their meals to be re cooked too.</li> <li>• Reset the place setting with fresh napkin with speed and minimum interruption to the guest</li> <li>• Re-serve the meal to the customer's satisfaction</li> </ul>	
	<b>Level</b>	<b>Mark</b>
		<b>Descriptor</b>
		0 no rewardable material
	1	1-2 Candidate offers a simple explanation showing limited understanding. Their explanation is supported with a few obvious actions.
	2	3-4 Candidate provides an appropriate explanation showing some understanding. Their explanation is supported with appropriate actions.
	3	5-6 Candidate provides a clear explanation showing a thorough understanding. Their explanation is supported with a variety of well chosen actions.

Question Number	Indicative Content	
<b>8</b>	Description could include: <ul style="list-style-type: none"> <li>• Serving food products that meet all religious requirements such as Halal, Kosher etc</li> <li>• Have specialised chefs that understand the different religious and ethnic requirements</li> <li>• Have a praying area for the different religions</li> <li>• Have a dry lounge that does not serve alcohol</li> <li>• Foreign currency exchange service</li> <li>• Multilingual staff</li> <li>• Appropriate signage using internationally recognised symbols</li> <li>• Foreign television channels</li> </ul>	
Level	Mark	Descriptor
	0	no rewardable material
1	1-2	Candidate offers a simple description showing limited understanding. Their description provides obvious examples.
2	3-4	Candidate provides an appropriate description showing some understanding. Their description provides relevant examples.
3	5-6	Candidate provides a clear description showing a thorough understanding. Their description provides relevant and well considered examples.

Question Number	Question	Mark
<b>9(a)</b>	<ul style="list-style-type: none"> <li>• Check the customer's original booking (1)</li> <li>• If original booking is not available offer to upgrade the customer (1)</li> <li>• The hotel could offer a discount to the guest as a result of the poor customer care (1)</li> <li>• Arrange for portorage to relocate the guest's luggage to the new room (1)</li> <li>• Follow up call to the new room to ensure that the customer satisfaction is maintained (1)</li> <li>• Apologise to the customer (1) sit them down in a quiet place (1)</li> <li>• Listen to the customer complaint (1) and ask open questions (1)</li> <li>• Establish that customer's requirement is available (1) and serviced (1) and if so amend the booking (1)</li> <li>• Be prepared to offer the customer help even if the error was the customer's or a travel agent (1)</li> </ul>	<b>(6)</b>

Question Number	Question	Mark
<b>9 (b)</b>	Award one mark for each suitable impact described up to a total of four marks <ul style="list-style-type: none"> <li>• Other customers may hear the complaint and become unsettled (1)</li> <li>• The customer may decide to use alternative</li> </ul>	<b>(4)</b>

	<p>accommodation (1)</p> <ul style="list-style-type: none"><li>• The customer may tell other people (1) which might lead to the hotel having a poor reputation (1)</li><li>• The time taken to correct the customer's experience will be costly (1)</li><li>• Staff may need retraining (1) which is costly for the hotel (1)</li><li>• Impact on staff morale (1), motivation (1) and job satisfaction (1).</li><li>• Lack of repeat customers (1)</li><li>• Loss of business (1) and the impact on profitability (1)</li></ul>	
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