

Write your name here

Surname

Other names

**Edexcel**  
**Principal Learning**

Centre Number

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Candidate Number

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# Hospitality

**Level 3**

**Unit 1: Investigating the Hospitality Industry**

Friday 24 May 2013 – Morning

**Time: 1 hour 30 minutes**

Paper Reference

**HO301/01**

**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 60.
- 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** (a) Outline the differences between the commercial sector and the hospitality services sector of the UK hospitality industry.

(4)

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(b) State **two** indicators that are used to measure the size of the UK hospitality industry.

(2)

1 .....

2 .....

**(Total for Question 1 = 6 marks)**

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(b) Describe how a hospitality manager with a knowledge of **social trends** can increase revenue in a commercial hospitality outlet.

(4)

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(c) Other than economic and social trends explain one other trend **currently** impacting on the UK hospitality industry.

(4)

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





(Total for Question 4 = 12 marks)

5 (a) State **four** benefits offered by the hotel sector of the UK hospitality industry that could influence a person's career choice.

(4)

1 .....

2 .....

3 .....

4 .....

(b) Evaluate the possible routes to successfully achieving a senior management position within the UK hospitality industry.

(6)

(Total for Question 5 = 10 marks)



