



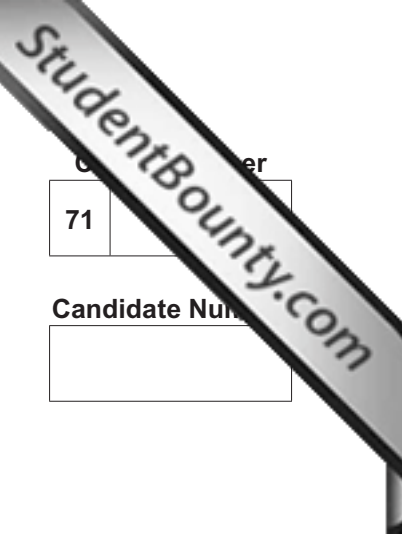
General Certificate of Secondary Education
January 2014

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

THURSDAY 9 JANUARY, AFTERNOON



Centre Number	
71	
Candidate Number	

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Write your answers in the spaces provided in this question paper.
Answer **all ten** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.
Quality of written communication will be assessed in questions **9** and **10**.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total Marks	



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Examiner Only

Marks Remark

1 Teenagers eat out frequently and may lack fibre in their diet.

(a) Write down **three** ways teenagers can improve their intake of high fibre foods.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(b) Complete the table below.
Write down **one** function of each nutrient.

Nutrient	Function
Protein	
Fat	
Carbohydrate	
Vitamins	
Minerals	

[5]



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5 Corporate image creates a professional impression of a hospitality outlet.

(a) Write down **three** ways corporate image can be achieved in a hotel.

1. _____ [1]

2. _____ [1]

3. _____ [1]

It is important for hospitality outlets to maintain quality customer care.

(b) Explain **two** ways poor quality customer care can affect the business.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

6 The Plaza International Hotel is hoping to recruit a new Conference and Banqueting Manager.

(a) Write down **three** ways the hotel could advertise this vacancy.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(b) Explain **three** skills a Conference and Banqueting Manager would require for this job.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

Examiner Only	
Marks	Remark



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A duty of the Conference and Banqueting Manager is to conduct staff appraisals.

(c) Explain **three** benefits of a staff appraisal for employees.

1. _____

 _____ [2]

2. _____

 _____ [2]

3. _____

 _____ [2]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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