

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4742/01

HOSPITALITY AND CATERING

UNIT 4: Hospitality and the customer

P.M. FRIDAY, 27 May 2011

1¼ hours

For Examiner's use only	
Question	Mark Awarded
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Total	

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the necessity for good English and orderly presentation in your answers.



M A Y 1 1 4 7 4 2 0 1 0 1

Answer all questions.

1. Tick (✓) the box next to each statement to show if it is **true** or **false**. [3]

	true	false
(i) Soup is served before the main course.		
(ii) All desserts are served cold.		
(iii) Tea and coffee are beverages.		

2. Name **two** services that a hotel could offer their clients. [2]

- (i)
- (ii)

3. Match the correct description to the job role. [3]

JOB ROLE		DESCRIPTION
(i) Maintenance officer	<input type="checkbox"/>	A. Delivers cases to rooms.
(ii) Porter	<input type="checkbox"/>	B. Books tickets and taxis.
(iii) Concierge	<input type="checkbox"/>	C. Carries out repairs.

4. (a) State **two** examples of information a client is required to give when booking into a residential activity centre for a weekend. [2]

- (i)
- (ii)

- (b) Name the act that safeguards clients confidentiality regarding their personal information. [1]



5. The hospitality industry offers clients a range of different establishments.

(a) Name **two** establishments that provide accommodation. [2]

(i)

(ii)

(b) State **two** ways in which a conference centre opening in a town would benefit the local community. [2]

(i)

(ii)

(c) Describe the facilities that may be offered by a conference centre. [4]

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6.



(a) Suggest **one** way in which a kitchen in a bed and breakfast (B and B) establishment can [2]

(i) Reduce

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(ii) Reuse

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(b) Suggest **two** ways in which a bed and breakfast establishment can make customers aware of their environmental policy. [2]

(i)

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(ii)

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(c) Describe how a bed and breakfast establishment could conserve energy and water. [4]

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7. Kitchen staff need to communicate with other departments for a kitchen to run smoothly.

(a) State **three** ways in which **bar staff** can communicate food orders to **kitchen staff**. [3]

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(b) Discuss the importance of teamwork in the day-to-day operating of a hospitality and catering establishment. [5]

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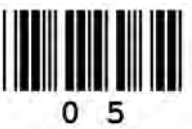
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8. Amisha is 6 years old. To celebrate her birthday her parents have asked some of her friends to attend a party at the leisure centre. Food will be provided by the catering staff.

(a) Discuss the factors that will need to be considered when planning the menu for the children. [5]

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(b) Assess the importance of health and safety when setting up the room for the party. [5]

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9. (a) Star ratings are recognised quality awards within the hospitality industry. Name **two other** systems used to measure quality and standards of service. [2]

(i)

(ii)

(b) Describe the facilities that you would expect to find in a 4* hotel. [6]

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(c) Discuss the ways in which **clients** judge quality of service when staying at a hotel. [8]

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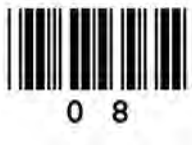
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10. Thomas has recently been promoted to **manager** in a city centre hotel. He is keen to make a good impression.

(a) State **two** ways Thomas can present a positive image in this role. [2]

(i)

(ii)

(b) Thomas is keen to provide updated staff training in customer care.

State **three** ways of training staff. [3]

(i)

(ii)

(iii)

(c) Discuss the points that Thomas would need to include in a “customer care guideline” to be used when training staff. [6]

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