GCSE

GCSE

4742/01

HOSPITALITY AND CATERING

UNIT 4: Hospitality and the Customer

A.M. FRIDAY, 12 June 2015

1 hour 15 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

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INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Write your name, centre number and candidate number in the spaces provided on the front cover.

Answer ALL questions.

Write your answers in the spaces provided.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

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

The total mark is 80.

You are reminded that assessment will take into account the quality of written communication used in your answers that involve extended writing.

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	3	
2.	3	
3.	4	
4.	3	
5.	6	
6.	7	
7.	9	
8.	18	
9.	27	
Total	80	

Answer ALL questions.

1. TICK (✓) the box next to each statement to show if it is TRUE or FALSE. [3]

		TRUE	FALSE
(i)	A concierge books guests into a hotel.		
(ii)	When booking into a hotel, guests are asked to give their date of birth.		
(iii)	The Data Protection Act ensures that guests' personal details are kept confidential.		

2. Match the correct description to the type of accommodation, by placing the letter in the box.

[3]

For example, if you think the answer for (i) is A

write | A | **in the box.**

(i) Five star hotels. [ ]

(ii) One star hotels. [ ]

(iii) Bed and Breakfast establishments. [ ]

A. Are small and often family run.

B. Offer luxurious facilities.

C. Are basic and comfortable but may not have their own restaurant.

3. Hospitality establishments can be COMMERCIAL or NON-COMMERCIAL. [4]

(a) Name TWO types of COMMERCIAL establishment.

(i) _____

_____

(ii) _____

_____

(b) Name TWO types of NON-COMMERCIAL establishment.

(i) _____

_____

(ii) _____

_____

4. **The Hospitality industry offers many forms of employment. [3]**
Give THREE benefits of being a PERMANENT member of staff.

(i) _____

_____

_____

_____

(ii) _____

_____

_____

_____

(iii) _____

_____

_____

_____

5. The telephone is one of the most common forms of communication.

(a) Suggest why customers may telephone a hotel reception. [3]

5(b) Suggest how staff should answer the telephone to ensure effective communication. [3]

6. 'First Impressions' are very important to guests when arriving at a holiday park.

(i) Describe how a holiday park can create a GOOD IMPRESSION for their guests. [5]

6(ii) Good customer care during their stay will encourage guests to return.
Explain what is meant by GOOD CUSTOMER CARE. [2]

7. **By law, hotels must have an environmental policy. Discuss how a hotel can REDUCE, REUSE and RECYCLE waste. [9]**

8. Residential Care Homes for the elderly have to cater for a wide range of dietary needs.

(a) Identify THREE special diets that may need to be considered. [3]

(i) _____

_____

(ii) _____

_____

(iii) _____

_____

8(b) Discuss the OTHER factors that the chef would need to consider when planning menus for the residents. [6]

8(c) The elderly are more at risk from food poisoning than many other groups.
Discuss the measures that need to be taken to prevent food poisoning in the PREPARATION, COOKING and SERVING of meals. [9]

(i) Preparation

8(c) (ii) Cooking

8(c) (iii) Serving

9. The Hospitality students have been asked to organise the School Prom/ leavers' party.

(a) List THREE factors to be considered when choosing the venue for this event. [3]

(i) _____

_____

_____

_____

(ii) _____

_____

_____

_____

(iii) _____

_____

_____

_____

9(b) List TWO pieces of information that will be required by the establishment when taking the booking. [2]

(i) _____

_____

_____

_____

(ii) _____

_____

_____

_____

9(c) Explain the costs and factors that the students will need to consider when working out the selling price of the tickets. [2]

9(d) Assess the importance of good teamwork to the successful running of the event. [6]

9(e) **For the evening to be a success, it is important that a good atmosphere is created at the venue. Discuss how this can be achieved. [4]**

9(f) **A RISK assessment will need to be completed for the event.**
Identify the possible health and safety issues (other than food preparation and cooking), and discuss control measures to reduce any risks. [10]

END OF PAPER

Question number	Additional page, if required. Write the question numbers in the left-hand margin.

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