

New
Specification



Rewarding Learning

**General Certificate of Secondary Education
January 2011**

Hospitality

Assessment Unit 1

assessing

The Hospitality Industry

[GHP11]

THURSDAY 20 JANUARY, AFTERNOON

**MARK
SCHEME**

<p>1 Food can be provided in a high street café and a hospital ward. Write down the two hospitality sectors involved in these outlets.</p> <ol style="list-style-type: none"> 1. Commercial sector 2. Catering services sector. <p>(2 × [1])</p>	[2]	2
<p>2 (a) Explain the term room service.</p> <ul style="list-style-type: none"> • Provision of food and drink to room delivered by a porter/waiter for an additional charge. <p>[1] for keyword or phrase, [2] for fuller explanation of the procedure (1 × [2])</p> <p>(b) Explain the term leisure facilities.</p> <ul style="list-style-type: none"> • The provision of additional services, e.g. swimming pool and gym, which may be free of charge to guests or available at cost to non-residents. <p>[1] for keyword or phrase, [2] for fuller explanation (1 × [2])</p>	[2]	4
<p>3 David is looking for a job as a restaurant manager in his local area.</p> <p>(a) Write down three sources where David could find information about jobs in his local area.</p> <ul style="list-style-type: none"> • Local newspaper • Internet • Job centre • Recruitment agency. <p>All other valid alternatives will be given credit (3 × [1])</p> <p>(b) Explain two qualities required for David to be an effective restaurant manager.</p> <ul style="list-style-type: none"> • Good communication skills to effectively deal with customers and staff • Friendly personality so guests and staff find him approachable • Ability to lead a team to ensure consistently high standards • Good time keeping to set an example to other staff • Neat and tidy appearance to promote a positive image. <p>All other valid alternatives will be given credit [1] for keyword or phrase, [2] for fuller explanation (2 × [2])</p> <p>(c) Explain three benefits of staff appraisals for employees.</p> <ul style="list-style-type: none"> • Provides feedback on performance • Sets clear goals, so staff are clear on what is expected • Highlights positive aspects of job, which may improve staff moral • May lead to promotion within the outlet • Provides opportunity for employee to discuss any issues with management and have issues resolved. <p>All other valid alternatives will be given credit [1] for keyword or phrase, [2] for fuller explanation (3 × [2])</p>	[3]	13

4 Good quality customer care helps ensure customers return to an outlet.

Explain **four** other benefits of good quality customer care.

- Customers feel valued and enjoy the experience
- Customers feel they have received good value for money as service is part of the experience
- The reputation of the outlet will be improved and become more popular
- Fewer customer complaints will mean that customers will not have to be compensated
- Employees will have job satisfaction because they work in an outlet with a good reputation
- Employees may receive tips from customers which will improve their basic salary.

All other valid alternatives will be given credit

[1] for keyword or phrase, [2] for fuller explanation

(4 × [2])

[8]

8

5 Explain how the hotel manager can promote a positive image through the:

Appearance of staff in the restaurant:

- Clean/tidy – to ensure high standards of hygiene
- Presentable uniform – to create a good impression
- No visible tattoos/inappropriate piercings – so customers are not offended.

[1] for keyword or phrase, [2] for fuller explanation

(1 × [2])

[2]

Attitude of reception staff with customers:

- Pleasant and welcoming to display a “can do” attitude
- Positive body language – to make customers feel welcome.

[1] for keyword or phrase, [2] for fuller explanation

(1 × [2])

[2]

Standard of facilities offered in the conference room:

- Neat and tidy room to create a good first impression
- Complimentary stationery to ensure efficiency during meeting
- Modern ICT facilities, e.g. wi-fi/Internet access.

All other valid alternatives will be given credit

[1] for keyword or phrase, [2] for fuller explanation

(1 × [2])

[2]

6

6 Mr Simpson has made a complaint to the manager that his meal was served cold. The manager of the restaurant immediately apologised and replaced his meal.

- (a) Explain the benefit to the business of the manager resolving Mr Simpson’s complaint.
- The restaurant maintains a good reputation and does not loose customers
 - Identify problem areas and allow training to take place.
- [1] for keyword or phrase, [2] for fuller explanation
(1 × [2]) [2]

- (b) Explain the benefit to Mr Simpson of having his complaint resolved.
- Feel valued as a customer and enjoys the remainder of their experience
 - Satisfied with action of restaurant, that the complaint is taken seriously and dealt with in a satisfactory manner.
- All other valid alternatives will be given credit
[1] for keyword or phrase, [2] for fuller explanation
(1 × [2]) [2]

4

7 The Food Safety Act (1990) ensures the safety of food from raw ingredients to finished products. The Act is enforced by Environmental Health Officers.

- (a) Write down **four** powers an Environmental Health Officer has to ensure the Act is enforced.
- Enter any food premises at any time
 - Inspect food
 - Take samples of food away for analysis
 - Confiscate any food they judge to be unfit for consumption
 - Issue “improvement notices” to food businesses
 - Close premises down.
- All other valid alternatives will be given credit
(4 × [1]) [4]

- (b) Accidents can happen in any catering organisation. Most organisations have designated first aiders.
- Explain **two** ways a first aider would treat an individual who has become unconscious following a fall.
- Check individual for broken bones before moving them to ensure you do no further damage
 - Place them into the recovery position (on their side) to ensure that the individual’s airway stays open
 - Check airway is open so that they do not suffocate
 - Dial 999 to alert emergency services.
- All other valid alternatives will be given credit
[1] for keyword or phrase, [2] for fuller explanation
(2 × [2]) [4]

- (c) Explain why blue-coloured plasters are used in the catering industry.
- Easily detected if plaster falls off hand and into dish
 - Contains a thin metal strip – detected in food production line, and food is rejected.

All other valid alternatives will be given credit

[1] for keyword or phrase, [2] for fuller explanation

(1 × [2])

[2]

10

8 A snack bar is opening in the local leisure centre.

- (a) Write down **four** ways it can attract customers.

- Buy one get one free offers
- Money off vouchers
- Discounted rates for students and elderly people
- Special promotions for frequent users
- Advertisements in local newspapers
- Posters/flyers to create awareness
- Meal deals.

All other valid alternatives will be given credit

(4 × [1])

[4]

- (b) Menu planning requires chefs to have an understanding of customers dietary needs.

Explain **four** dietary considerations when developing a menu.

- Understand the importance of preparing healthy meals as customers are increasingly more health conscious
- Knowledge of special diets, e.g. vegetarians
- Know how to adapt menus to cater for guests with food allergies
- Have an awareness of food trends and influences to provide for a broader customer base.

All other valid alternatives will be given credit

[1] for keyword or phrase, [2] for fuller explanation

(4 × [2])

[8]

12

9 Effective communication skills are essential in the hospitality industry.

Discuss the following methods of communication a residential home may use to communicate effectively with staff and residents.

Written communication – in the form of e-mails, memos, letters, staff procedures and policy documents;

- clear and concise information recorded
- correct procedures followed
- staff/residents can read at own leisure/pace
- information can be detailed.

Oral communication – face to face or by telephone

- can give clear and precise information directly to the individual at a level understood by them
- uses tones of voice effectively
- easier to identify customer needs
- build a rapport with the individual
- allows opportunity for clarity of information.

Body language communication –

- positive facial expressions – smile, wide-eyed
- good body posture – standing up straight, arms by side
- eye contact – steady eye contact
- positioning – keeping a respectful distance from individual
- guest/staff feel valued.

All other valid alternatives will be given credit

Mark Band 1 ([1]–[3])

Overall impression: basic

- identifies and comments on some relevant points
- lists points without any discussion
- quality of written communication is poor.

Mark Band 2 ([4]–[6])

Overall impression: adequate to competent

- identifies and comments on at least **two** examples within each method of communication
- adequate discussion of methods of communication
- quality of written communication is competent.

Mark Band 3 ([7]–[9])

Overall impression: highly competent to excellent

- identifies and comments on a range of well-explained suggestions
- gives a full explanation of **three** examples within each method of communication
- quality of written communication is highly competent.

[0] is awarded for a response not worthy of credit

[9]

9

10 Mr and Mrs Sands have recently purchased a guest house. They have produced a Health and Safety Procedures checklist for all staff to follow.

Health and Safety Procedures:

- Take reasonable care for employee's own health and safety
- Ensure other people are not put in danger by your actions
- Comply with all safety rules
- Report all fire hazards
- Wear correct and protective clothing
- Report all injuries
- Attend training sessions and safety meetings.

Evaluate the above procedures for staff working in the guest house.

Positive:

- Staff take responsibility for their own safety
- Ensures staff do not put other members of staff in danger
- Safer work environment for all members of staff
- Easier to spot and report dangers/hazards
- Training improves staff knowledge of health and safety issues
- Improve staff confidence of working in the guest house
- Staff feel valued by management regarding their own safety.

Negative:

- Staff may feel they are being "lectured" to by management – "not listen and not follow correct procedure"
- Some members of staff who have worked a particular role may ignore procedure – "feel they know better and fail to do the job safely to begin with"
- Some members of staff may not attend training sessions – negative attitude towards learning new information
- All injuries have to be reported – this may result in additional paperwork for health and safety officer
- Staff may dislike certain items of protective clothing – e.g. wear their own footwear instead of required footwear.

All other valid alternatives will be given credit

Mark Band 1 ([1]–[4])

Overall impression: basic

- identifies and comments briefly on relevant points
- makes some comments in conclusion
- quality of written communication is poor.

Mark Band 2 ([5]–[8])

Overall impression: adequate to competent

- makes some appropriate positive and/or negative points and relates these to the guest house
- draws reasonable conclusions
- quality of written communication is competent.

Mark Band 3 ([9]–[12])

Overall impression: highly competent

- range of well-explained positive and negative points and relates these to the guest house
- draws valid conclusions
- quality of written communication is highly competent.

If candidate only provides positive or negative points a maximum of [8] is to be awarded

[0] is awarded for a response not worthy of credit [12]

Total

12

80