



**General Certificate of Secondary Education
2019**

Hospitality

Unit 2:

Hospitality and the Customer

[GPT21]

TUESDAY 11 JUNE, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for Hospitality.

Candidates must:

- AO1** recall, select and communicate their knowledge and understanding of concepts, issues and terminology;
- AO2** apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and
- AO3** analyse and evaluate evidence, make reasoned judgements and present appropriate conclusions.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is competent.

Level 3: Quality of written communication is highly competent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Competent): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (Highly Competent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

1 (a) Write down **five** products a guest may find in a 4-star hotel bedroom. (AO1)

- Soap
- Shampoo
- Conditioner
- Body lotion
- Shower caps
- Tea
- Coffee
- Sugar
- UHT milk
- Biscuits
- Mini bar contents

All other valid points will be given credit

(5 × [1])

[5]

(b) Explain **three** services that a hotel could provide to meet the needs of a non-English speaking guest. (AO1, AO2)

- Provide members of staff who are multilingual and can communicate in the guest's own language to make them relax and enjoy their stay
- Provide menus in a number of languages so guests may choose their food easily
- Provide signage and information for guests in a variety of languages so the guest can find their way easily throughout the hotel
- Provide audio translations about local attractions to enhance the guest's experience

All other valid points will be given credit

Service identified [1]

Service explained [1]

(3 × [2])

[6]

(c) Write down **two** ways a hotel could meet the needs of an elderly couple. (AO1)

- Assign them a room on the ground floor
- Assign them a room close to the front office
- Accompany them to their room
- Assist them with luggage
- Reserve them a quiet area in the dining room/restaurant.

All other valid points will be given credit

(2 × [1])

[2]

(d) Explain **one** advantage and **one** disadvantage of social media sites posting hotel reviews. (AO1, AO2)

Advantage

- Good reviews encourage other guests to book the hotel and this increases profit
- Good reviews allow guests to make informative choices when selecting hotels to meet their needs
- Allows guests the option to provide positive feedback. This may motivate staff
- Reviews encourage hotels to monitor the business and encourage staff to provide the best possible customer care

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- 3 (a) Write down **four** ways it could advertise its products and services. (AO1)
- Leaflet drop in the local area
 - Outdoor business sign
 - Advertisement on the local radio station
 - Display posters in local shops
 - Pop up messages on social media page
- All other valid points will be given credit
(4 × [1]) [4]
- (b) Describe **two** promotional activities that may be used to attract local customers to the coffee shop. (AO1, AO2)
- Offer a special menu to customers before a certain time, e.g. a reduced price for a coffee and a scone
 - Offer two for the price of one on menu items to encourage friends to dine together
 - Provide free refills of tea and coffee to enhance the experience
- All other valid points will be given credit
Promotional activity identified [1]
Promotional activity described [1]
(2 × [2]) [4]
- 4 (a) Describe **three** ways a hotel could encourage business people to stay. (AO1, AO2)
- Offer a range of business services in the hotel to cater for the business person, e.g. wifi, photocopying, printing, conference calling
 - Furnish bedrooms with a desk and chair to allow the guest to work comfortably in their bedroom
 - Offer a range of meeting rooms of various sizes to cater for business groups
 - Allow flexible check-in and check-out times to allow for travel arrangements
 - Provide transport to and from travel points to save time waiting for taxis
- All other valid points will be given credit
Way identified [1]
Way described [1]
(3 × [2]) [6]
- (b) Describe what may be involved in a sponsorship deal. (AO1, AO2)
- Restaurant will offer the team money to buy kit or provide facilities for the team to use
 - The team will advertise the restaurant name and logo on their kit or around their grounds to let people know they are being funded and supported
- All other valid points will be given credit
Description identified [1]
Description explained [1]
(2 × [2]) [2]

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8

5 (a) Explain **three** ways general managers of large hotels could communicate effectively with staff during a meeting. (AO1, AO2)

- Discuss issues with staff so they are clear about what is expected of them in the coming week
- Prepare a Power Point presentation to let staff see and read the information as well as listening to his talk
- Produce a written timetable of events and distribute to staff for reference over the week
- Issue staff with an agenda to give structure during the meeting
- Use non-verbal communication positively throughout to engage the staff
- Make use of technology e.g. video conferencing to facilitate attendance

All other valid points will be given credit

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(b) Describe **three** ways in which a receptionist could greet a new guest to make them feel welcome. (AO1, AO2)

- Have positive facial expressions e.g. smile, nod at guests
- Show guest they are listening through good eye contact
- Maintain a positive posture by standing up and shaking hands
- Show interest in guest by enquiring after their well-being

All other valid points will be given credit

Way identified [1]

Way described [1]

(3 × [2])

[6]

12

6 Discuss a range of selling opportunities that staff may use. (AO3)

- Offer guests a drink immediately on arrival at the table to increase the chance of a repeat order during the meal
- Know the dishes on the menu so that staff can promote meal choice
- Recommend a starter or dessert to encourage additional revenue from each guest
- Recommend a wine to suit each course to assist guests who may not be familiar with the wine list and to try to encourage additional sales
- Point out the specials list which may be more expensive than the à la carte menu to encourage additional spend
- Update guests on any future themed evenings or events to encourage repeat business

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

Level 1 ([1]–[3])

Overall impression: Basic

Identifies and comments briefly on some points. Makes some comments in conclusions. Quality of written communication is basic. The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Overall impression: Competent

Identifies and comments satisfactorily on some relevant points. Draws some reasonable conclusions. Quality of written communication is competent. The candidate makes a reasonable selection and use of appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: Highly Competent

Good range of points which are well explained. Draws valid conclusions. Quality of written communications is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is an extensive and accurate use of appropriate specialist vocabulary. Spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear. [9]

Total

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9

65