



Centre Number

71	
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Candidate Number

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General Certificate of Secondary Education
January 2011

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

THURSDAY 20 JANUARY, AFTERNOON

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	

3 David is looking for a job as a restaurant manager in his local area.

(a) Write down **three** sources where David could find information about jobs in his local area.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(b) Explain **two** qualities required for David to be an effective restaurant manager.

1. _____
_____ [2]

2. _____
_____ [2]

(c) David has been successful in securing a job as a restaurant manager for a large restaurant. Part of his job is to review staff performance.

Explain **three** benefits of staff appraisals for employees.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

Examiner Only	
Marks	Remark



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

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

1. _____

 _____ [2]

2. _____

 _____ [2]

3. _____

 _____ [2]

4. _____

 _____ [2]

Examiner Only	
Marks	Remark



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- 5** A new 5-star hotel has been built in the city centre. To ensure it is a success the hotel manager recognises the importance of promoting a positive image in all areas of the hotel.

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

Appearance of staff in the restaurant:

 [2]

Attitude of reception staff with customers:

 [2]

Standard of facilities offered in the conference room:

 [2]

Examiner Only	
Marks	Remark

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

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

1. _____ [1]

2. _____ [1]

3. _____ [1]

4. _____ [1]

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

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

1. _____

 _____ [2]

2. _____

 _____ [2]

3. _____

 _____ [2]

4. _____

 _____ [2]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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