



Rewarding Learning

**General Certificate of Secondary Education
2011**

Hospitality

Assessment Unit 1

assessing

The Hospitality Industry

[GHP11]

WEDNESDAY 18 MAY, MORNING

**MARK
SCHEME**

1 The hospitality industry is linked with many other industries.

Identify the industry each example below is linked to.

Outlet	Industry
In-flight meals	Travel
Hospital Coffee Shop	Health
School Cafeteria	Education
Museum Café	Tourism

(4 × [1])

[4]

4

2 Food hygiene laws mean that all food premises should have a HACCP system in place.

Write down the meaning of the term HACCP.

- Hazard
- Analysis
- Critical
- Control
- Point.

(5 × [1])

[5]

5

3 Jessica is in her first year of university and is looking for a part-time job as a hotel receptionist.

(a) Write down **three** duties Jessica will be expected to carry out.

- Dealing with customers, e.g. reservations for accommodation
- Checking customers in
- Liaising with other departments in the hotel
- Taking payments and balancing tills
- Checking customers out
- Listen to complaints
- Meet and greet guests
- Answer telephone calls.

All other valid points will be given credit

(3 × [1])

[3]

(b) Explain the term on-job training.

On-job training takes place within the organisation. The trainee is normally trained by members of staff who work in the organisation.

[1] for keyword or phrase(s), [2] for fuller explanation

(1 × [2])

[2]

(c) Explain one benefit of off-job training for the employee.

- Receive an external qualification to improve their job prospects
- May feel more comfortable learning in an education setting rather than in front of colleagues
- Learn various techniques of how to complete different procedures to develop knowledge and skills
- Trainer is professionally qualified for role therefore teaches high standards.

All other valid points will be given credit

[1] for keyword or phrase(s), [2] for fuller explanation

(1 × [2])

[2]

7

- 4 Complete the table below to identify the job level or job title for kitchen staff in a large hotel.

Level	Job Title
Management	Head Chef
Supervisory	Commis Chef/Pastry Chef/ Section Chef/Sous Chef
Operative	Kitchen Porter

All other valid points will be given credit
(3 × [1])

[3]

3

- 5 Business people often require hotel accommodation.

Explain **three** business services which may be provided by the hotel.

- ICT facilities to enable them to access emails and to continue with work in the evening
- Quick check in/out service as they do not want to waste time
- Wake up call to ensure they are not late for meetings or flights
- Leisure facilities to relax after meetings
- Newspaper delivered to keep them up-to-date with current affairs.

All other valid points will be given credit

[1] for keyword or phrase(s), [2] for fuller explanation
(3 × [2])

[6]

6

- 6 (a) Explain how reception staff could deal with each of the following customer enquiries.

A request for information about the hotel:

- Post/fax literature of hotel to guests for future reference
- Direct customer to hotel's website to browse at their own leisure
- Receptionist answer customer's queries to clarify details.

An incoming message for a guest:

- Forward call to guest in bedroom to deliver message promptly
- If guest does not answer call, receptionist record caller's details to ensure guest receives message
- Slip message under guest's bedroom door or at reception and inform guest as soon as they return to hotel.

A guest wanting to visit a local art gallery:

- Provide guest with detailed directions to the art gallery along with a map to assist their journey
- Provide guest with information on the art gallery to allow guest to gather background knowledge
- Order guest a taxi as the taxi driver will have local knowledge on the best route.

A guest making a dinner reservation:

- Take reservation details, e.g. time of sitting, number of people, etc.
- Forward guest's information to restaurant manager to ensure there is availability and a table is reserved.

All other valid points will be given credit

[1] for keyword or phrase(s), [2] for fuller explanation

(4 × [2])

[8]

(b) Write down **one** possible outcome of poor quality customer care for each of the following:

The Business

- Loss of reputation
- Loss of customers
- Loss of profits
- Possible closure of business.

The Employee:

- Loss of job
- Loss of motivation
- Listening to customer complaints
- Bad working atmosphere
- Loss of tips.

The Customer:

- Lack of enjoyment of visit
- Having to complain
- Feeling of dissatisfaction
- Seeking compensation
- Embarrassment.

All other valid points will be given credit

(3 × [1])

[3]

11

- 7** Callum and his friend are staying in a local hotel. He has informed the hotel that he is in a wheelchair. Explain **three** ways the hotel can meet Callum's needs.
- Disabled parking to reduce distance to hotel entrance
 - Wheelchair ramps to aid access around hotel
 - Automatic doors to enable guest to enter the hotel
 - Specialised bedroom to make stay more comfortable
 - Special levels for wash hand basin/toilet/sockets/light switches to make the guest more independent
 - Emergency pull cord to provide aid if necessary.
- All other valid points will be given credit
[1] for keyword or phrase(s), [2] for fuller explanation
(3 × [2]) [6]
- 8** A fire occurred in the kitchen of the Lough Hotel. While dealing with the fire the kitchen porter severely cut his hand.
- Explain the following procedures:
- (a)** Dealing with a fire in the kitchen.
- Answers may address some of the following points:
- If possible try to fight the fire with the appropriate extinguisher or fire blanket
 - Raise the alarm by breaking the glass in the red alarm box
 - Dial 999, requesting the fire brigade
 - Turn off gas supply, electricity and fans if safe to do so
 - Close doors and windows so fire does not spread
 - Leave the building and go to the assembly point.
- All other valid points will be given credit
(2 × [2]) [4]
- (b)** Treating the porter's severe cut.
- Wash and dry your own hands so as not to spread infection
 - Clean wound with cold water to reduce the risk of infection
 - Apply direct pressure to the wound with a pad to stop the bleeding
 - Raise hand above the level of the heart and squeeze tightly
 - Apply a sterile dressing to prevent further blood loss
 - Dial 999 to alert emergency services.
- All other valid points will be given credit
[1] for keyword or phrase(s), [2] for fuller explanation
(3 × [2]) [6]

AVAILABLE
MARKS

6

10

- 9 (a) Research has shown that there are links between what we eat and many modern diseases.

Write down **two** advantages to a catering establishment of preparing healthy meals for customers.

- Target a wider audience
- Generate more profit
- To follow food trends
- Gain positive reputation
- Gain/maintain competitive market edge
- Repeat custom.

All other valid points will be given credit

(2 × [1])

[2]

- (b) It is important that caterers cut down on the amount of fat served in food to customers.

Write down **five** ways of producing dishes with a lower fat content.

- Cutting visible fat from meat
- Choosing lean cuts of meat
- Offering smaller portions
- Using low fat polyunsaturated spreads when cooking
- Using lower fat dairy products
- Cutting bread and chips thicker so there is less surface area for fat.

All other valid points will be given credit

(5 × [1])

[5]

- (c) Hospitals have to adapt their menus to meet the individual needs of their patients. Mrs Sinclair is an elderly patient in the South Midlands Hospital, who suffers from diabetes.

Discuss the type of menu that the catering manager should provide to meet Mrs Sinclair's dietary requirements.

Answers may address some of the following points:

- Provide wholemeal alternatives, e.g. bread/pasta/rice
- Include a wide variety of vegetables
- Reduce the amount of sugar in dishes
- Provide low sugar desserts and snacks
- Smaller portions as energy requirements are less
- Foods high in calcium
- Easy to digest foods
- A well balanced menu to incorporate all food groups.

Mark Band 1 ([1]–[3])

Overall impression: basic

- Identifies and comments on some relevant points.

Mark Band 2 ([4]–[6])

Overall impression: adequate to competent

- Identifies and comments on at least **two** dietary requirements to satisfy Mrs Sinclair.

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** or more dietary requirements of elderly and diabetic patients to satisfy Mrs Sinclair.

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

[9]

16

- 10** The manager of a large hotel in the city centre wants to improve its corporate image.

Evaluate the effect of corporate image on the hotel business.

Answers may address some of the following points:

- Neat/tidy/clean uniform
- Name badges placed on uniform correctly
- Not wearing too much make-up/perfume/aftershave/jewellery
- High standard of personal hygiene/cleanliness
- All areas of hotel clean and presentable
- Headed paper used in all written methods of communication
- Company logo on a wide range of products, e.g. stationery/toiletries
- Company advertising through a range of mediums.

Positive Aspects:

- Business expansion
- Increased customer turnover
- Increase in profits
- Good reputation
- Fully trained/confident staff
- Good reputation
- Little or no complaints
- High staff morale
- Staff remain with business.

Negative Aspects:

- Loss of business
- Loss of customers
- Loss of profits
- Poor reputation
- Lack of professionalism of staff
- Increased complaints from customers and staff
- Poor staff morale
- High staff turnover.

Mark Band1 ([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 corporate image of hotel
- Draws reasonable conclusions
- Quality of written communication may be satisfactory.

Mark Band 3 ([9]–[12])

Overall impression: highly competent

- Range of well-explained positive and negative points and relates these to the corporate image of hotel
- Draws valid conclusions
- Quality of written communication may be good

A maximum of [8] to be awarded if only positive or negative points are made

[12]

TotalAVAILABLE
MARKS

12

80