



General Certificate of Secondary Education
2012

Hospitality

Assessment Unit 1

assessing

The Hospitality Industry

[GHP11]

WEDNESDAY 16 MAY, MORNING

MARK SCHEME

- 1 (a) The hospitality industry can be divided into two sectors.

Identify the sector for each of the outlets below.

Outlet	Sector
Chinese Restaurant	Commercial
School Cafeteria	Catering Services
Fast Food Outlet	Commercial
Prison Canteen	Catering Services

All other valid points will be given credit

(4 × [1])

[4]

- (b) Write down **two** types of external customers on a cruise ship.

- tourists
- elderly people
- family
- newly married couples.

All other valid points will be given credit.

(2 × [1])

[2]

- (c) Explain the term internal customers.

- internal customers are staff who work within the outlet. They may be food preparation, food service, receptionists, housekeeping or maintenance staff
- products/services may be free/subsidised to them.

[1] mark for keyword or phrase

[1] for elaboration or example

(1 × [2])

[2]

8

2 Many hotels provide conference facilities.

(a) Write down **two** groups of customers who may use these facilities.

- business groups
- training groups
- teaching organisations
- charity organisations.

All other valid points will be given credit

(2 × [1])

[2]

(b) Write down **two** items of equipment a group may need during a conference.

- stationery
- laptop
- projection screen
- Internet access
- data projector
- overhead projector.

All other valid points will be given credit

(2 × [1])

[2]

(c) A charity organisation is holding a fundraising dinner in a local hotel.

Write down **four** pieces of information that should be recorded by the banqueting manager when the reservation is being made.

- organiser's contact name
- organiser's telephone number
- day and date the booking is required
- number of people eating
- time the booking is needed for
- any special requests.

All other valid points will be given credit

(4 × [1])

[4]

8

3 (a) Meals can be served using a variety of methods.

Describe **two** types of meal service.

Any two of the following described:

- personal service
- counter service/self service
- table service.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

(b) Vending machines are used widely in large buildings to provide food and beverage services for people.

Write down **two** advantages of a vending machine being used to serve food and drink.

- access to food and/or drink 24 hours a day so it is available when it is convenient for the customer
- good hygiene standards as food is always packaged, sealed and refrigerated
- sell a wide range of sweets, drinks and packaged snacks for the customer to choose from.

All other valid points will be given credit

(2 × [1])

[2]

6

4 Write down **four** common food allergies/intolerances.

- egg
- shellfish
- peanut/nut
- wheat/coeliac
- dairy/lactose.

All other valid points will be given credit

(4 × [1])

[4]

4

5 (a) Write down the meaning of the abbreviated term RIDDOR.

- reporting
- injuries
- diseases
- dangerous
- occurrences
- regulations.

(6 × [1])

[6]

(b) The Health and Safety at Work Act 1974 applies in all work places to ensure the health and safety of both employees and employers.

Explain **three** examples of how this Act is applied within the hospitality industry.

- make sure the workplace is regularly monitored for health and safety to maintain high standards within the organisation
- provide equipment that is not a risk to an employee with the potential to cause physical harm
- provide safe storage for substances that are hazardous and could be a risk to safety
- provide a written safety policy and ensure that all employees know it and are familiar with it
- make sure that work practices are safe for all employees
- provide adequate training for new employees and existing employees to ensure all employees carry out their job safely
- protective clothing to ensure employee safety, e.g. high-visible vests, hard hats.

[1] mark for keyword or phrase

[1] for elaboration or example

[3 × [2])

[6]

12

6 Good communication is essential in the hospitality industry.

Complete the table by identifying **two** examples of how reception staff may use each type of communication when dealing with customers.

Types of Communication	How reception staff use this method
Body Language	<ul style="list-style-type: none"> • smiling to customers as the customers approach the receptionist desk • maintaining good eye contact when dealing with customers • good posture to appear welcoming to customers.
Written	<ul style="list-style-type: none"> • recording bookings/reservations for accommodation • providing literature on hotel facilities • providing directions for local amenities/tourist sites • email/letter/fax to confirm reservation or answer a query.

All other valid points will be given credit

(4 × [1])

[4]

4

7 Hotels are divided into various departments and employ a wide range of staff. Each member of staff has specific job roles to carry out.

Describe the role of the following:

(a) Sous chef

- directly in charge of production in all areas of kitchen
- takes command of kitchen if head chef not available.

(b) Housekeeper

- allocates jobs to room attendants on a daily basis
- supervises and checks standards of all rooms and communal areas around accommodation floors
- deals with customer complaints
- liaise with reception/front office to collect room status reports.

(c) Waiter/waitress

- take customers food and/or drinks order
- prepare and clear tables before and after use
- serve customers
- advise customers about the content of dishes on the menu
- deals with minor complaints.

(d) Duty manager

- in charge of day-to-day running of the hotel when department managers are off duty
- dealing with customer complaints.

(e) Receptionist

- taking reservations from guests via personally or on telephone
- finalising payments and taking payments from guests when they check out of hotel
- checking guests in and out of hotel
- providing information to guests about activities/facilities within the hotel.

[1] mark for basic description

[1] for full description

(5 × [2])

[10]

10

8 A department manager carries out staff appraisals with employees on a regular basis.

Explain **one** benefit of the appraisal to the

(a) Staff

- staff can discuss their concerns and request additional training
- staff can discover their strengths and this could lead to promotion within that particular area
- improved job satisfaction when positive feedback is given
- demonstrates to the member of staff that management value their input into the business.

(b) Business

- allows management to assess performance of individual and address any issues of concern
- management can use this as an opportunity to retrain members of staff.

[1] mark for keyword or phrase

[1] for elaboration or example

(2 × [2])

[4]

4

- 9 Alan and Anne are opening a new city centre restaurant. They need to employ a head waiter.

Discuss the skills and qualities that are required for this job

Skills	Qualities
Communication skills	Smart appearance
Customer skills	Friendly
Qualifications – relating to front office	Honest
Handling customer complaints	Hardworking
Leadership skills	Reliable
Training staff	Flexible
	Work under pressure
	Co-operative
	Patience
	Pleasant
	Approachable
	Resilient
	Enthusiastic

All other valid points will be given credit

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

Level 1 ([1]–[3])

Overall impression: basic

Identifies and comments briefly on some relevant 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. Presentation, 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. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: highly competent

Good range of well explained appropriate points. 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. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear. [9]

9

- 10 (a)** Jobs in the hospitality industry are advertised using a wide variety of sources.

Write down **two** different advantages for each of the sources below when looking for job vacancies.

Source of Job Advertisement	Advantage of source
Newspaper	<ul style="list-style-type: none"> • jobs updated weekly • widely available to purchase • can be viewed on Internet • inexpensive.
Recruitment Agency	<ul style="list-style-type: none"> • trained staff in office with knowledge of industry to guide job seeker • matching available job to individual skills • wide list of contacts for the industry.
Job Centre	<ul style="list-style-type: none"> • wide range of jobs for all areas advertised • opportunity to develop skills relating to area of work, e.g. CV • personal service – ask questions about the job.

All other valid points will be given credit
(6 × [1])

[6]

- (b) The Internet is widely used to source job vacancies within the hospitality industry.

Evaluate the use of the Internet when trying to find employment in a large hotel chain.

Positive

- searches can be made – locally, nationally or at international level in comfort of own home/area
- compare and contrast job roles/requirements from a variety of organisations
- information available is normally up-to-date and reliable
- Internet easy to access through public or private areas
- cheaper than purchasing other forms of media to research jobs, e.g. newspaper
- some organisations will allow the individual to apply and submit application form online
- raises awareness of business for organisation – form of advertising.

Negative

- search engines/computers down – unable to continue with search
- some outlets do not advertise via the Internet or do not have their own web page so excellent recruitment opportunities could be missed
- computers may crash losing application forms which will waste individuals time and effort
- too many choices for some individuals to choose from
- some of the information may not be accurate
- short recruitment deadline for applying for jobs.

All other valid points will be given credit

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

Level 1 ([1]–[3])

Overall impression: basic

Identifies and comments briefly on some relevant points. Makes some comments and 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. Presentation, 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. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: highly competent

Good range of well explained appropriate points, including positive and negative. 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. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear.

[9]

TotalAVAILABLE
MARKS

15

80