



General Certificate of Secondary Education
2013

Centre Number

71

Candidate Number

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

WEDNESDAY 15 MAY, MORNING

**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(b)**.

For Examiner's use only

Question Number	Marks
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Total Marks



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1 The hospitality industry uses many methods of communication.

(a) Write down **two** examples of written communication.

1. _____ [1]

2. _____ [1]

Body language is referred to as non-verbal communication.

(b) Write down **three** types of body language a receptionist may use with customers.

1. _____ [1]

2. _____ [1]

3. _____ [1]

Examiner Only	
Marks	Remark

2 Food service is a very important part of the hospitality industry.

(a) Write down **one** different advantage and disadvantage for each of the following types of food service.

TYPE OF SERVICE	ADVANTAGES	DISADVANTAGES
Silver Service	<hr/> <hr/>	<hr/> <hr/>
Self-Service	<hr/> <hr/>	<hr/> <hr/>
Family Service	<hr/> <hr/>	<hr/> <hr/>

[6]

(b) Explain **two** benefits to a hotel when a “set” menu is served at a banquet.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark



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3 Quality customer care is important in the hospitality industry.

(a) Explain **one** way staff in a restaurant can ensure their customers are happy with the service provided.

_____ [2]

(b) Explain **two** ways quality customer care may benefit the employees.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

(c) Explain **two** effects poor quality customer care would have on the business.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

4 Matthew has recently graduated from university with a degree in hospitality.

(a) Write down **two** sources where Matthew could look for employment in management.

1. _____ [1]

2. _____ [1]

(b) Matthew has successfully been appointed as a hotel manager. Explain **four** duties Matthew will be expected to carry out.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

4. _____

_____ [2]

Examiner Only	
Marks	Remark

5 The new manager of a coffee house understands the importance of presenting a positive image.

Explain **one** way the manager could present a positive image to customers in relation to:

Appearance of staff

[2]

Corporate Image

[2]

Examiner Only	
Marks	Remark

7 A Very Important Person (VIP) is attending an awards ceremony and is staying at the 5 star Grand Imperial Hotel.

Explain **three** ways the hotel could meet the needs of this VIP.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

Examiner Only	
Marks	Remark

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