

Write your name here

Surname					Other names				
Centre Number					Learner Registration Number				
<b>Pearson BTEC</b> <b>Level 1/Level 2</b> <b>First Award</b>									

# Hospitality

## Unit 1: Introducing the Hospitality Industry

Tuesday 12 May 2015 – Morning <b>Time: 1 hour 15 minutes</b>	Paper Reference <b>21541E</b>
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<b>You do not need any other materials.</b>	Total Marks
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### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

SECTION A

1 Travel agents provide support to businesses in the hospitality industry.

State **two** ways travel agents provide support to businesses in the hospitality industry.

1 .....

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2 .....

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(Total for Question 1 = 2 marks)

2 Hospitality businesses produce large amounts of waste that can be recycled.

State **two** types of waste produced by hospitality businesses that can be recycled.

1 .....

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2 .....

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(Total for Question 2 = 2 marks)

3 Name the procedure used by a manager to address problems with a member of staff's work.

.....

(Total for Question 3 = 1 mark)



4 Membership clubs are a type of business in the hospitality industry.

Name **two** different types of membership club.

1 .....

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2 .....

.....

**(Total for Question 4 = 2 marks)**

5 The Rose Garden nursing home provides in-house catering for its residents. This is an example of a hospitality service.

Identify **two** other organisations that use hospitality services.

- A** College
- B** Bed and breakfast
- C** Coffee shop
- D** Prison
- E** Nightclub

**(Total for Question 5 = 2 marks)**

6 Josh's Burgers is a national fast food chain with outlets in shopping centres.

State **two** benefits of locating Josh's Burgers in shopping centres.

1 .....

.....

2 .....

.....

**(Total for Question 6 = 2 marks)**



7 Give **three** advantages of a hospitality business purchasing goods from a cash and carry supplier.

1 .....

.....

2 .....

.....

3 .....

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**(Total for Question 7 = 3 marks)**

8 The Happy Fryer fish and chip restaurant is a partnership between Fred and Julie.

(a) Give **two** other types of business ownership.

(2)

1 .....

.....

2 .....

.....

(b) State **two** advantages of owning The Happy Fryer as a business partnership.

(2)

1 .....

.....

2 .....

.....

**(Total for Question 8 = 4 marks)**



9 Xan owns a bar in a quiet seaside town. She has applied for a 24-hour alcohol licence. She plans to keep her bar open 24 hours a day at weekends.

Explain **two** negative impacts on Xan's business of opening her bar for 24 hours a day at weekends.

1 .....

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.....

.....

2 .....

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**(Total for Question 9 = 4 marks)**

10 The Stuffed Pear is a fine dining restaurant. The restaurant uses a daily market list to buy ingredients for the dishes on its specials board. These dishes are decided based on the ingredients available each day.

Explain **two** ways purchasing ingredients for the specials board from a daily market list can help the restaurant improve its sales and profit.

1 .....

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2 .....

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**(Total for Question 10 = 4 marks)**



**11** The Quay Hotel and Spa wants to reduce staff turnover. To do this, the owners want to ensure that they provide equal opportunities for all their staff.

Explain **two** ways the Quay Hotel and Spa can reduce staff turnover by providing equal opportunities for staff.

1 .....

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2 .....

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**(Total for Question 11 = 4 marks)**

**12** The Glass Tower is a 4\* hotel in a city-centre location. It currently employs 10 part-time staff members in the front office who deal with customer bookings and complaints.

The manager of the Glass Tower wants to reduce the number of staff in the front office. There will now be only five employees who will work full time.

Explain **two** ways this change will improve customer service standards at the Glass Tower.

1 .....

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2 .....

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**(Total for Question 12 = 4 marks)**

**TOTAL FOR SECTION A = 34 MARKS**



## SECTION B

Toni Kahn owns TK Coffee, a chain of coffee shops based in city centres across the UK. The coffee shops sell hot drinks, cakes, sandwiches and light snacks.

Toni is opening a new coffee shop in the next month. All outlets in the TK Coffee chain must maintain the same quality and brand standards.

Toni monitors trends and issues that impact on the hospitality industry to identify new business opportunities.

**Use the information about TK Coffee to answer questions 13–17.**

**13** One ethical trend that Toni has responded to is the increasing importance of equal opportunities for staff.

State **two** other ethical trends that affect businesses in the hospitality industry.

1 .....

2 .....

**(Total for Question 13 = 2 marks)**

**14** State **two** reasons why it is important for TK Coffee to maintain quality and brand standards across all its outlets.

1 .....

2 .....

**(Total for Question 14 = 2 marks)**



**15** Toni will use social media to launch the new TK Coffee outlet.

State **two** other ways Toni could use online marketing to promote the new TK Coffee outlet to customers.

1 .....

2 .....

**(Total for Question 15 = 2 marks)**

**16** The new TK Coffee outlet will support a community project that offers work experience to unemployed young people.

Toni wants to use this community project to help launch the new coffee shop.

Explain **one** way the community project will help Toni to launch the new TK Coffee outlet.

.....  
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.....  
.....

**(Total for Question 16 = 2 marks)**





17 The trend of healthy eating has become increasingly popular. Toni wants to use this trend to grow his business.

Discuss how Toni could respond to the trend of healthy eating to help him grow his business.

A series of horizontal dotted lines providing space for a written response.

**(Total for Question 17 = 8 marks)**

**TOTAL FOR SECTION B = 16 MARKS**  
**TOTAL FOR PAPER = 50 MARKS**





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