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Surname	Other names
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Pearson BTEC
Level 1/Level 2
First Certificate

Centre Number	Learner Registration Number																
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Hospitality

Unit 1: Introducing the Hospitality Industry

Friday 8 January 2016 – Morning Time: 1 hour 15 minutes	Paper Reference 21541E
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You do not need any other materials.	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 ☒.

1 Hospitality businesses sell products and services.

Which **two** of the following are types of product or service provided by the hospitality industry?

- A** Utilities
- B** Technology
- C** Accommodation
- D** Recruitment
- E** Vending

(Total for Question 1 = 2 marks)

2 A cash and carry is a type of supplier to the hospitality industry.

State **two** other types of supplier to the hospitality industry.

1

2

(Total for Question 2 = 2 marks)

3 Banks provide support to businesses in the hospitality industry.

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

1

2

(Total for Question 3 = 2 marks)

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4 Pubs can be operated in different ways.

Which **two** of the following are types of pub operation?

- A Hired
- B Open house
- C Free house
- D Mortgaged
- E Tenanted

(Total for Question 4 = 2 marks)

5 State a type of business that supports the hospitality industry by providing staff?

(Total for Question 5 = 1 mark)

6 Ahmed owns a busy coffee shop.

State **three** factors that could affect Ahmed's gross profit.

- 1
- 2
- 3

(Total for Question 6 = 3 marks)

7 The owner of the Blue Door Cafe wants to reduce its carbon footprint.

Give **two** ways the Blue Door Cafe can reduce its carbon footprint.

- 1
- 2

(Total for Question 7 = 2 marks)



8 Paul owns a small restaurant. He has seen an increase in the demand for healthy products and wants to change his menu to attract more customers.

(a) Give **two** ways Paul can change his menu in response to the increased demand for healthy products.

(2)

1

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2

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(b) Explain **one** way Paul can market his new menu to the types of customer who are likely to buy his healthier products.

(2)

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(Total for Question 8 = 4 marks)

9 The Happy Dragon chain of oriental restaurants uses purchase specifications to ensure the quality of the food served.

Explain **two** ways that purchase specifications can help to ensure that the Happy Dragon always serves quality food.

1

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2

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(Total for Question 9 = 4 marks)

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10 The White Gate fine dining restaurant has had an increase in complaints about the attitude of staff and their poor service. The owners think introducing quality procedures, such as customer service standards, will help to improve the customer experience.

Explain **two** ways that the customer experience at the White Gate can be improved by the introduction of customer service standards.

1

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2

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(Total for Question 10 = 4 marks)

11 Szymon owns a chain of steak restaurants. He buys all the products for his restaurants from one supplier. All deliveries come from one large distribution centre straight to Szymon's restaurants.

Explain **two** benefits to Szymon of having his goods delivered in this way.

1

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2

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(Total for Question 11 = 4 marks)

TOTAL FOR SECTION A = 30 MARKS



Section B

Top Marque Event Caterers provides outside catering services for events in a large city. It is owned by brother and sister, Aliah and Faheem Bilek, and operates as a limited company. The business is currently located on an industrial estate outside the city centre.

Top Marque has four full-time members of staff. It also employs ten casual members of staff that it uses as needed at each event.

Top Marque currently provides catering for events such as parties and festivals. Aliah and Faheem want to expand their business by catering for better paid specialist events, such as weddings.

Use the information about Top Marque to answer Questions 12 to 17.

12 Top Marque is a limited company.

State **two** other forms of business ownership.

1

2

(Total for Question 12 = 2 marks)

13 Top Marque employs ten casual staff members who work at events as needed.

Give **two** disadvantages for Top Marque of employing casual staff.

1

2

(Total for Question 13 = 2 mark)

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14 Aliah and Faheem want to cater for more specialist events as they are more profitable. They want to increase their profit further by using disposable items at these events.

Explain **one** disadvantage for Top Marque of using disposable items for specialist events.

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(Total for Question 14 = 2 marks)

15 Aliah and Faheem want all their staff to be silver service waiters. Silver service is a skilled method of food service that is used at formal events.

Aliah and Faheem want to train their staff themselves rather than use a separate training company.

Explain **two** benefits to Aliah and Faheem of training their staff themselves instead of using a separate training company.

1

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2

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(Total for Question 15 = 4 marks).

16 Aliah and Faheem want to monitor staff performance at each event using a checklist of quality and service standards.

Explain **one** advantage to Top Marque of using checklists to monitor staff.

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(Total for Question 16 = 2 marks)



