

# Mark Scheme (Results)

January 2016

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1: Introduction to the Hospitality  
Industry (21541E)

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## Section A

Question Number	Answer	Mark
1	C – Accommodation E - Vending	(2)

Question Number	Answer	Mark
2	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"><li>• Wholesale</li><li>• Retail</li><li>• Specialised</li><li>• Online</li><li>• Local</li><li>• National</li><li>• Daily market lists</li><li>• Company nominated suppliers</li></ul> <p><b>Accept any other reasonable response.</b></p>	(2)

Question Number	Answer	Mark
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3	<p>Award one mark for each of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> <li>• Provide financial services</li> <li>• Banking services</li> <li>• Financial advice</li> <li>• Provide loans/mortgage</li> <li>• Online banking</li> <li>• Telephone banking</li> <li>• Insurance</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(2)
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Question Number	Answer	Mark
4	<p>C- Free house</p> <p>E- Tenanted</p>	(2)

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> <li>• Staffing agencies</li> <li>• Recruitment (agencies)</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(1)

Question Number	Answer	Mark
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6	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>three</b> marks.</p> <ul style="list-style-type: none"> <li>• Wastage</li> <li>• Pilferage</li> <li>• Changing raw material costs</li> <li>• Portion control</li> <li>• Poor stock control</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(3)
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Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Buy goods locally</li> <li>• Use seasonal products on menus</li> <li>• Recycle</li> <li>• Reduce waste</li> <li>• Reduce energy usage</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(2)

Question Number	Answer	Mark
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8(a)	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Add/Include more salads/fruits/vegetables to the menu</li> <li>• Add/Include a vegetarian range</li> <li>• Add/Include low calorie options</li> <li>• Add/Include low fat options</li> <li>• Add/Include low salt options</li> <li>• Add/Include low sugar options</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(2)
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Question Number	Answer	Mark
8(b)	<p>A linked response that awards <b>one</b> mark for identifying the marketing tool and <b>one</b> mark for why/where.</p> <ul style="list-style-type: none"> <li>• Put posters (1) up in gyms (1)</li> <li>• Design website (1) to appeal to healthconscious (1)</li> <li>• Use social media (1) to follow healthy food companies/fitness groups (1)</li> <li>• Sponsor/build links (1) with local sports club (1)</li> <li>• Posters/Flyers (1) in local area to appeal to a wider audience to capture target market (1)</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(2)

Question Number	Answer	Mark
9	<p>A linked response that awards <b>two</b> marks for identifying the advantages of using purchase specifications and <b>two</b> marks for explaining how purchase specifications ensure the quality of restaurant dishes.</p> <p>Specifies the exact quality/size of the food item (1) which allows consistent quality of dishes (1)</p> <p>Ensures continuity of supply (1) from trusted suppliers (1)</p> <p>Ensures substandard items are easily identified (1) preventing use in dishes (1)</p> <p>Eliminates confusion on the part of suppliers (1) allowing confidence in items purchased (1)</p> <p><b>Accept any other reasonable response.</b></p>	(4)

Question Number	Answer	Mark
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10	<p>A linked response that awards <b>two</b> marks for explaining the attributes of the quality procedures and <b>two</b> marks for explaining how this will help to improve the customer experience at the White Gate.</p> <p>The needs of the White Gates customers will be met (1) as the White Gate can introduce procedures that are specific to the business/its customers(1)</p> <p>The number of customer complaints will be reduced (1) as the White Gate will supply staff with the information to perform their job correctly (1)</p> <p>Customer loyalty will be promoted (1) because processes and procedures will ensure consistency in service delivery (1)</p> <p><b>Accept any other reasonable responses</b></p>	(4)
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Question Number	Answer	Mark
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11	<p>A linked response that awards <b>two</b> marks for identifying benefit to business and <b>two</b> marks for explaining why it is a benefit.</p> <p>Deliveries will be more reliable (1) as the delivery process is simplified (1)</p> <p>Deliveries will be reduced (1) as <b>all types</b> of goods come in one delivery (1)</p> <p>Deliveries will be easier to manage (1) as there will be fewer invoices to process (1)</p> <p>Szymon will have continuity with deliveries (1) because times and days of deliveries will be fixed (1)</p> <p>Szymon's staffing costs will be reduced (1) as he will not have to ensure staff are available for multiple deliveries (1)</p> <p>Szymon can save time (1) by not having to collect items from different suppliers (1)</p> <p><b>Accept any other reasonable response.</b></p>	(4)
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## Section B

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"><li>• Sole trader</li><li>• Public (Limited Company) (PLC)</li><li>• Cooperative</li><li>• Partnership</li><li>• Franchise</li></ul>	(2)

Question Number	Answer	Mark
13	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"><li>• Staff may not be available when needed</li><li>• Staff may be unreliable</li><li>• Staff may not be loyal to Top Marque</li><li>• Staff may work for competitors</li><li>• It may be a waste of money investing in training</li><li>• Staff may not be trained to the company standard</li></ul> <p><b>Accept any other reasonable response.</b></p>	(2)

Question Number	Answer	Mark
14	<p>A linked response that awards <b>one</b> mark for identifying a disadvantage and <b>one</b> mark for explaining why it is a disadvantage.</p> <ul style="list-style-type: none"> <li>• The business could get a bad reputation(1) for the use of poor quality products (1)</li> <li>• Poor quality products project a poor image (1) affecting customer perception of the business (1)</li> <li>• The customer expectations may not be met (1) affecting customer loyalty (1)</li> <li>• They cause more mess (1) which incurs extra cleaning costs (1)</li> </ul> <p><b>Accept any other reasonable response.</b></p>	(2)

Question Number	Answer	Mark
15	<p>A linked response that awards <b>two</b> marks for identifying benefit to business and <b>two</b> marks for explaining why it is a benefit.</p> <p>It may save money (1) as employing a trainer or sending staff to college is expensive (1)</p> <p>It can be arranged at a convenient time (1) as Aliah and Faheem can arrange their own timetable for training(1)</p> <p>It can ensure that all staff are trained to a certain level of competency (1) as they are checking the skills of staff themselves (1)</p> <p>Staff can be trained to silver serve to company standards (1) as expectations differ between trainers and employers (1)</p> <p><b>Accept any other reasonable responses</b></p>	(4)

Question Number	Answer	Mark
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16	<p>A linked response that awards <b>one</b> mark for identifying benefit to business and <b>one</b> mark for explaining why it is a benefit.</p> <p>The checklists ensure all staff are treated equally (1) as the same standards are applied to all members of staff at all times (1)</p> <p>Managers/owners are able to look for specific competencies (1) enabling managers to determine individual training needs (1)</p> <p>The checklists can be used to help train each staff member (1) ensuring consistency of training delivery across the workforce (1)</p> <p>Service levels can be measured (1) as there is a standard and accurate measurement scale that can be applied (1)</p> <p><b>Accept any other reasonable responses</b></p>	(2)
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Question Number	Answer	Mark
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17	<p>Staffing</p> <ul style="list-style-type: none"> <li>• Willingness/ability of staff to travel into city centre</li> <li>• Skills of existing staff needed for restaurant menu</li> <li>• Need to recruit extra service staff</li> <li>• Increase in payroll costs</li> <li>• Ability to maintain service/quality levels</li> </ul> <p>Premises</p> <ul style="list-style-type: none"> <li>• Size/suitability of facilities within the building to enable the running of a restaurant and events catering business</li> <li>• Increased costs, e.g business rates, overheads</li> <li>• Capital available to refurbish the new premises</li> </ul> <p>Management</p> <ul style="list-style-type: none"> <li>• May lack skills required to manage different aspects of the hospitality industry</li> <li>• Increase in working hours</li> <li>• Increase in stress</li> <li>• Ability to maintain service/quality levels</li> </ul> <p>Impact on success of business</p> <ul style="list-style-type: none"> <li>• Impact on customer satisfaction</li> <li>• Insufficient staff to honour contracts</li> <li>• Increase of overall costs</li> <li>• Time required to recruit and train new/additional staff</li> <li>• Inability to store equipment and supplies</li> <li>• Increased sickness levels amongst managers</li> <li>• Increase in profit</li> </ul> <p><b>Accept any other reasonable responses</b></p>	(2)
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Level 0	No material worthy of credit	0
Level 1	<ul style="list-style-type: none"> <li>• The subject matter has been broken down into a limited number of smaller parts, but some parts are missing or irrelevant.</li> <li>• Only a few parts are described and these descriptions are superficial. Parts are</li> <li>• treated in isolation and relationships are not explored.</li> </ul>	1-3
Level 2	<ul style="list-style-type: none"> <li>• The subject matter has been broken down into a number of smaller parts that are mostly relevant and any omissions do not affect the overall outcome.</li> <li>• Parts are either all described, or one part is explained in detail with little comment on any others.</li> <li>• Some relationships are explored but not in any great detail, and it is not clear which parts are more important than others.</li> </ul>	4-6
Level 3	<ul style="list-style-type: none"> <li>• The subject matter is broken down and a number of smaller relevant parts.</li> <li>• Parts are either explained in detail or described, according to their relative importance.</li> <li>• Relationships between different parts are explored, both in terms of how they interact with each other and their relative importance.</li> </ul>	7-8

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