



Pearson



Mark Scheme (Results)

June 2017

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

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Question Number	Answer	Mark
1	<p>Award <b>one</b> mark for each correct answer</p> <ul style="list-style-type: none"> <li>• A - Golf club.</li> <li>• C - Conservative club.</li> </ul>	2

Question Number	Answer	Mark
2	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Hotels, including 1 to 5 star</li> <li>• Bed and breakfast accommodation</li> <li>• Budget hotel</li> <li>• Halls of residence</li> <li>• Motels</li> </ul> <p>Do not allow prisons, or hospitals, as these are <b>NOT</b> hospitality businesses.</p> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
3	<p>Award <b>one</b> mark for</p> <p>A - Numbers employed E - Turnover</p>	2

Question Number	Answer	Mark
4	<p>Award <b>one</b> mark for</p> <ul style="list-style-type: none"> <li>• B - Conference</li> </ul>	1

Question Number	Answer	Mark
5a	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Transport.</li> <li>• Banks.</li> <li>• Telecommunications (providing internal and external communication systems).</li> <li>• Recruitment agencies</li> <li>• Waste removal and recycling services</li> <li>• Utilities</li> <li>• Technology suppliers</li> <li>• Personal services</li> </ul> <p><b>Accept examples of brand names that represent businesses</b>  <b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
5b	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Providing holiday bookings</li> <li>• Excursions</li> <li>• Transfers</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
6	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks</p> <ul style="list-style-type: none"> <li>• Quantity requirement.</li> <li>• Reliability.</li> <li>• Range/choice of items.</li> <li>• Price.</li> <li>• Consistency.</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for identifying a reason up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Meeting customer expectations.</li> <li>• Retaining customers.</li> <li>• Consistent quality of products.</li> <li>• Controlling costs.</li> <li>• Consistent gross profit.</li> <li>• Increased purchasing power/buying goods at a competitive price.</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for identifying a reason up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• To prevent cross-contamination</li> <li>• To maintain their reputation</li> <li>• To comply with the law</li> <li>• To prevent food poisoning</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for providing a reason for each and a further one mark for an explanation, up to a maximum of <b>two</b> marks each.</p> <p>Less washing up (1) reducing staffing/energy/water chemical costs (1)</p> <p>No dishwasher/less equipment required (1) lower set up costs/less space required in kitchen area/more space available for customers/saves on maintenance and equipment costs (1)</p> <p>Hygiene (1) all customers get new clean product (1)</p> <p>Advertising (1) can have disposables printed with logo to promote the business (1)</p> <p>Economy of product (1) not having separate systems for take away and restaurant can improve efficiency (1)</p> <p><b>Accept any other appropriate response.</b></p>	4

Question Number	Answer	Mark
10	<p>Award <b>one</b> mark for identifying a benefit and a further <b>one</b> mark for justification up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Introduction of standard recipes (1) to control costs and portion sizes (1)</li> <li>• Introduction of monitoring process for the waste (1) to improve efficient usage of food materials (1)</li> <li>• Introduction of regular stock control (1) to identify the overuse of food items/control ordering (1)</li> <li>• Introduction of ordering system (1) which prevents over ordering/stock rotation (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	4



Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for providing a suitable response for each and a further one mark for an explanation, up to a maximum of <b>two</b> marks each.</p> <p>Many potential customers look for star rated hotels to meet their wants/needs (1) as star rating is recognition of levels of service and facilities provided (1)</p> <p>Pride in hotel (1) owner and staff are proud of star rating and this is an incentive to maintain/improve the facilities and services provided/can aid staff retention/attract staff (1)</p> <p>Prices can be raised (1) can improve hotel profile/profitability (1)</p> <p>Can promote star rating when advertising the hotel (1) as gives the hotel a better/comparable image (1)</p> <p>Can instill customer confidence (1) attracting more customers (1)</p> <p><b>Accept any other appropriate response</b></p>	4

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for identifying a benefit and a further one <b>mark</b> for an explanation of the effect, up to a maximum of <b>two</b> marks each.</p> <p>Contract caterer employs all staff (1) removing all employment responsibility from the care home (1)</p> <p>Contract caterer trains all staff (1) removing all training responsibility/standardised training (1)</p> <p>Contract caterer is responsible for staffing levels (1) by facilitating staff holidays/absence/sickness (1)/increasing the likelihood of a consistent level of service (1)</p> <p>Contract caterer has a high level of available expertise (1) facilitating specialist menu design/implementing legal requirements (1)</p> <p><b>Accept any other appropriate response</b></p>	4

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> <p>A - Induction C - Training</p>	2

Question Number	Answer	Mark
14	Award <b>one</b> mark for any of the following up to a maximum of <b>one</b> mark.  Managed Tenanted Leased	1

Question Number	Answer	Mark
15	Award <b>one</b> mark for any of the following of up to two marks. <ul style="list-style-type: none"> <li>• Gives a positive impression of the staff/business.</li> <li>• Meeting hygiene requirements/health and safety legislation.</li> <li>• In kitchen areas protects food /helps prevent food poisoning.</li> <li>• Professionalism.</li> <li>• Shows staff take a pride in their job.</li> <li>• Customer confidence in the staff/business.</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
16 (a)	<p>Award <b>one</b> mark for any of the following of up to two marks.</p> <ul style="list-style-type: none"> <li>• Customer comment cards</li> <li>• Online survey</li> <li>• Customer focus groups</li> <li>• Mystery customers</li> <li>• Monitoring complaints.</li> <li>• Monitoring plate wastage</li> </ul> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Answer	Mark
16 b)	<p>Award <b>one</b> mark for providing a reason and a further one mark for an explanation, up to a maximum of <b>two</b> marks.</p> <p>Identify strengths (1) which can inform future business decisions (1)</p> <p>Identify weaknesses (1) which helps lead to improvement (1)</p> <p>Allows measurement of business performance (1) for evaluation of business performance (1)</p> <p>It is important to have good ratings on consumer websites such as Tripadvisor (1) as many potential customers use these to get information on how good restaurants are before they go (1)</p> <p><b>Accept any other appropriate response</b></p>	2

Question Number	Indicative content	Mark
17	Changes to method of operation Development of new products/services/type of business Changes in marketing or promotions Changes in prices Increase/decrease in employees Changes in policy  <b>Accept any other valid responses</b>	8

Level 0	No material worthy of credit
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>• The answer is likely to be in the form of a list</li> <li>• Only a few parts are described and these descriptions are superficial.</li> </ul> Parts are treated in isolation and relationships are not explored.
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> </ul> Some relationships are explored but not in any great detail, and it is not clear which parts are more important than others.
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> </ul> Relationships between different parts are explored, both in terms of how they interact with each other and their relative importance.
Level 0	No material worthy of credit

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