

Mark Scheme (Final)

June 2015

Unit 1: Introducing the Hospitality
Industry (21541E)

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Section A

Question Number	Answer	Mark
1	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Holiday bookings• Advertising• Excursions• Advice/information• Transfers <p>Accept any other appropriate response.</p>	(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">• Glass bottles• Cardboard• Newspaper/paper• Plastics• Tin cans• Food waste• Green/garden waste• Food packaging• Oil waste <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
3	<p>Legal disciplinary/discipline (procedure) Disciplinary/discipline (procedure)</p> <p>Accept any reasonable phonetic spelling.</p>	(1)

Question Number	Answer	Mark
4	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Professional/employment • Political • Cultural interest • Sporting <p>Accept named examples of club. Do not accept named examples of club if type of club has been already accepted. Do not accept two different types of the same club, e.g. football (1) tennis (0).</p>	(2)

Question Number	Answer	Mark
5	<p>A – College D – Prison</p>	(2)

Question Number	Answer	Mark
6	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Good transport links • Easy access for customers • Visibility • Parking • Footfall <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
7	<p>Award one mark for any of the following up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Good price • Can get large quantities • Credit facilities available • Items in stock • Reliable • Consistent • Ease of access <p>Accept any other appropriate response.</p>	(3)

Question Number	Answer	Mark
8(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Sole trader • Limited company • Franchise <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Personally share responsibility, management and operation of the business • Business profits shared between the partners • Each partner only pays tax on his or her share of the profits <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
9	<p>Award one mark for identifying an impact and a further one mark for expansion, up to a maximum of two marks each.</p> <p>May lose business families/older people (1) as the bar will attract a younger/louder crowd/problem drinkers (1)</p> <p>May get complaints from residents (1) which could lead to loss of local support (1)</p> <p>May see a decrease in profit (1) as not enough custom to pay for longer opening hours (1)</p> <p>May lose staff/struggle to find staff (1) as they are unhappy working late night shifts (1)</p> <p>May have conditions imposed on licence (1) which could lead to increased operating costs (1)</p> <p>May contravene licensing objectives (1) which could result in loss of licence (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
10	<p>Award one mark for identifying the advantage of purchasing from a daily market list and a further one mark for explaining how this could help sales and profitability, up to a maximum of two marks each.</p> <p>Can advertise the freshness of food as selling point (1) so can increase prices (1)</p> <p>Can purchase special offers/choose most competitive price (1) which will reduce costs (1)</p> <p>Only purchase what is needed/minimal stock (1) so less wastage (1)</p> <p>Can purchase items not normally on the menu (1) so can attract different/new customers (1)</p> <p>Accept any other reasonable response.</p>	(4)

Question Number	Answer	Mark
11	<p>Award one mark for identifying an equal opportunity measure and a further one mark for explaining how this will reduce staff turnover, up to a maximum of two marks each.</p> <p>Treat all staff fairly (1) which means staff feel valued/will want to work at the Quay (1)</p> <p>Fair recruitment practices/staff are appointed on merit (1) which means staff can have confidence in the management (1)</p> <p>Pay based on performance (1) which means staff will have incentive to work harder/stay longer (1)</p> <p>Discrimination tackled quickly and effectively (1) to avoid any staff conflicts, which may cause staff to leave/want to leave (1)</p> <p>All staff have equal access to training (1) which means staff feel they can progress (1)</p> <p>Existing staff are provided with fair promotion opportunities (1) which rewards/keeps experienced staff (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
12	<p>Award one mark for identifying a way this will improve customer service and a further one mark for expansion, up to a maximum of two marks each.</p> <p>Less staff to train and manage (1) so the business focus can be on the customer experience (1)</p> <p>Guests will get to know staff (1) so will receive a more personalised service (1)</p> <p>Staff will get to know guests (1) so will be incentivised to help with issues/offer good service (1)</p> <p>Problems will not be handed over as shifts end (1) meaning issues are resolved more quickly (1)</p> <p>Staff will be more experienced/committed (1) so will be/become customer service experts (1)</p> <p>Accept any other appropriate response.</p>	(4)

Section B

Question Number	Answer	Mark
13	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Carbon footprint/recycling• Food miles• Use of disposables• Fair trade• Animal welfare• Organic <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
14	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Customer loyalty• Increased customers• Customers will be confident in the quality• Customer will be familiar with products/product recognition• Uphold reputation/image• Maintain profitability <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
15	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Use of the website• App for the coffee shop• QR codes on promotional leaflets• Email marketing• YouTube <p>Accept any other appropriate response. Do not accept any named examples of social media (e.g. Twitter, Facebook, Instagram, Tumblr, LinkedIn, Vine, SnapChat, Pinterest).</p>	(2)

Question Number	Answer	Mark
16	<p>Award one mark for a identifying a way that supporting the community project will help launch the new coffee shop and a further one mark for expansion, up to a maximum of two marks.</p> <p>Will gain additional publicity (1) that will reach a wider audience (1)</p> <p>Could attract friends of work experience staff/supporters of the scheme (1) who might otherwise not visit a chain store (1)</p> <p>Supports Toni's ethical ambitions (1) which can become his USP (1)</p> <p>Reduced staff costs (1) that he can use to fund marketing campaigns/cheaper prices (1)</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Indicative content	Mark
17	<p>Ways to respond to trend</p> <ul style="list-style-type: none"> • Increase the number of healthy eating items on the menu • Promote healthy items to increase customer awareness of the chain so increasing sales • Review costs and prices of menu items to ensure maximum profitability from healthy eating menu items • Promotion and activities could be provided for children, which will attract families/different customers • Only purchase animal produce from quality assured producers who maintain high standards of animal welfare, e.g. red tractor, free-range, organic • Label all items with calories, sugar, fat, salt content so customers can make informed healthy eating choices • Display healthy eating messages/posters around the coffee shops, which increase customer awareness of healthy eating <p>How this will help growth</p> <ul style="list-style-type: none"> • Improved image/enhanced reputation • Healthy image could become USP for chain • Increased sales will enable Toni to expand/open new outlets • Enhanced reputation will create demand for new outlets 	(8)
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	Identification of relevant issue(s)/trend(s). The answer may be in the form of a list. Points will be superficial/generic and not applied to the given scenario.	
2 4-6 marks	Discussions of the impact of relevant issue(s)/trend(s) on hospitality business are given. Points made are generic with some application to the given scenario.	
3 7-8 marks	Reasoned and detailed justification answers are presented. Answers on how to respond to the relevant issue(s)/trend(s) are applied to the given scenario.	

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