



Mark Scheme (Results)

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Hospitality

Unit 9: How the Hospitality Industry
Contributes to Healthy Lifestyles
(21617E)

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

January 2015

Publications Code BF040419

All the material in this publication is copyright

© Pearson Education Ltd 2015

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	C Calcium	(1)

Question Number	Answer	Mark
2	B Taking time for rest and relaxation C Doing regular physical activity	(2)

Question Number	Answer	Mark
3	D Provide energy	(1)

Question Number	Answer	Mark
4	Protein Accept any reasonable phonetic spelling. Do not accept any other response.	(1)

Question Number	Answer	Mark
5(a)	Award one mark for any of the following: <ul style="list-style-type: none"> • Heart disease • High blood pressure • Stroke Accept any other appropriate response.	(1)

Question Number	Answer	Mark
5(b)	Award one mark for any of the following up to a maximum of two marks: <ul style="list-style-type: none"> • Becoming overweight/obesity • Vitamin depletion • Tooth decay Accept any other appropriate response.	(2)

Question Number	Answer	Mark
6	<p>Award one mark for any of the following up to a maximum of three marks:</p> <ul style="list-style-type: none"> • Oily fish • Fortified fat spreads • Fortified breakfast cereals • Beef liver • Cheese • Powdered milk <p>Accept any other appropriate response. Accept named products/brand names. Accept examples of oily fish as different answers. Do not accept 'oily fish' and an example (e.g. mackerel).</p>	(3)

Question Number	Answer	Mark
7(a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • More vitamins • More minerals • More protein • More unprocessed grain <p>Accept any other appropriate response. Accept examples of nutrients as different responses. Do not accept 'more nutrients' and an example of a nutrient (e.g. vitamin B).</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for each food example.</p> <p>Pulses</p> <ul style="list-style-type: none"> • Lentils • Beans • Chickpeas <p>Vegetables</p> <ul style="list-style-type: none"> • Potato • Spinach • Broccoli • Peas <p>Fruit</p> <ul style="list-style-type: none"> • Banana • Apple • Pear <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"> • Customers do not need to know/memorise RDI numbers • Percentages are easy to understand • Healthy/unhealthy choices are easy to recognise/helps customers control daily intake • Can easily compare products <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>Award one mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Display individual servings/slices • Display cakes in calorie-controlled portions • Display healthiest options together • Display healthiest options in hotspots/at eye level • Display with label/sticker indicating healthiest options • Display promotional material for healthiest options <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
9(a)	<p>Award one mark for each of the following:</p> <ul style="list-style-type: none"> • Flaky pastry steak pie • Chocolate peanut butter brownie <p>Accept any reasonable phonetic spelling. Accept circling of the correct responses on image.</p>	(2)

Question Number	Answer	Mark
9(b)	<p>Award one mark for identification a precaution and one additional mark for appropriate expansion to a maximum of two marks.</p> <p>Prepare food in separate work areas (1) so that the peanuts are contained (1)</p> <p>Order in premade peanut-free dish (1) so that the dish is not contaminated by peanuts/does not have to be prepared in the same kitchen as peanuts (1)</p> <p>Order in premade brownies (1) so that the peanuts are contained (1)</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10(a)	<p>Award one mark for identification of a constraint and one additional mark for appropriate expansion to a maximum of two marks.</p> <p>Availability/flexibility of staff (1) to ensure that sufficient staff are available to prepare/cook food (1)</p> <p>Suitability of existing staff /training existing staff(1) to ensure they have the skills required to prepare/cook the food/cost of training(1)</p> <p>Retention of current staff (1) because they may be unhappy with the changes to working conditions (1)</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10(b)	<p>Award one mark for identification of reason and one additional mark for appropriate expansion to a maximum of two marks.</p> <p>Local suppliers of meat/produce must comply with British regulations (1) so that welfare standards/quality of produce meet customer expectations (1)</p> <p>Local suppliers have a lower carbon footprint (1) so that Peabody's image will appeal to increasingly eco-aware customers (1)</p> <p>Local suppliers may offer specialist/local healthy products (1) so that Peabody's can feature specific health benefits (1)</p> <p>Customers will think local fresh produce is healthier (1) so that Peabody's can use this in promotional materials (1)</p> <p>Customers like to know where food has been sourced/trust locally sourced produce (1) Peabody's are responding to current trends (1)</p> <p>Accept any other appropriate response. Do not accept 'food is fresher' without reference to customer perception.</p>	(2)

Question Number	Answer	Mark
11(a)	<p>Award one mark for identification of a way the reward system encourages healthy lifestyle and one additional mark for appropriate expansion to a maximum of two marks each.</p> <p>Children are incentivised to try new things (1) which helps them develop healthy eating habits (1)</p> <p>Children are exposed to a variety of foods (1) so they gain nutritional knowledge (1)</p> <p>Competition between children (1) which could encourage a culture of healthy eating in school (1)</p> <p>Points system enables children to recognise healthy options quickly/easily (1) which leads to more informed choices (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
11(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Provide healthy snacks at break times • Offer exciting/attractive ways of selling healthy options (e.g. fruit trolley) • Competitions (e.g.)fruit/vegetable challenge • Offer healthy options at a cheaper price/free • Provide healthy options for the school's breakfast/twilight club • Go into classrooms to teach children about good nutrition • Advertising health eating around the school <p>Accept any other appropriate response. Do not accept 'provide healthy options' without relation to how this will encourage healthy eating.</p>	(2)

Question Number	Answer	Mark
12(a)	<p>Award one mark for the identification of how courses will attract families and one additional mark for appropriate expansion up to a maximum of two marks each.</p> <p>Courses are fun/entertaining for children (1) so easy for parents to get them to take up outdoor pursuits (1)</p> <p>Variety of offering (1) which caters for different tastes within the family (1)</p> <p>Courses are for beginners/run by trained staff (1) so parents will feel happy to leave their children while they go hiking/rest (1)</p> <p>Could develop links with local schools/youth clubs (1) so that local families come as day visitors (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
12(b)	<p>Award one mark for the identification of a drawback to Tree Parks and one additional mark for the appropriate expansion to a maximum of two marks each.</p> <p>Cost of paying for a personal trainer (1) which will have to be offset against profits (1)</p> <p>Customers may take the advice to alternative facilities (1) resulting in a loss of sales (1)</p> <p>Camping guests only stay for short time (1) meaning promotion would only see short-term boost in sales (1)</p> <p>May be seen as a gimmick (1) which may not be seen as relevant to its offer/product (1)</p> <p>May scare off customers(1) because they are intimidated by the fitness check/they do not want to participate in the fitness check(1)</p> <p>Customers may feel there is a conflict of interest (1) because Tree Parks could recommend the more expensive courses (1)</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
12(c)	<p>Seasonal staff</p> <ul style="list-style-type: none"> • Provide staff with shared bikes so that they can travel to town • Evening/early morning exercise classes • Activities to promote relaxation after hours (e.g. movie club) • Arrange summer sports league • Company discount for seasonal gym membership <p>Permanent staff</p> <ul style="list-style-type: none"> • Give staff loans to buy a bike • Provide free shuttle to campgrounds if employees walk half the distance • Arrange commuter club for walkers/bikers • Offer company health insurance <p>All staff benefits</p> <ul style="list-style-type: none"> • Provide cheap/free, healthy meals/snacks in the staff canteen • Offer discounts to staff and family members on activities offered • Provide fitness and health information/checks for staff for free • Use facilities for recreational events, e.g. staff parties, to help aid relaxation • Provide fitness and health facilities <p>Healthy working conditions</p> <ul style="list-style-type: none"> • Take on additional staff as company grows so existing staff aren't overworked • Ensure staff are fully trained to deliver new courses • Ensure enough staff are available to ensure health and safety requirements are met • Keep course length and number within healthy limits to reduce staff stress • Offer career development as course instructors/personal trainers to aid staff motivation 	(8)

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	Identification of relevant issue(s)/trend(s). The answer is likely to 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 the 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.

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual
.....



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

