



Mark Scheme (Final)

Summer 2015

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

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

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Question Number	Answer	Mark
1	<p>Award <b>one</b> mark for any of the following.</p> <ul style="list-style-type: none"> <li>• To maintain mental awareness</li> <li>• For the body to function</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(1)

Question Number	Answer	Mark
2	<p>A – Vitamin A C – Vitamin D</p>	(2)

Question Number	Answer	Mark
3	<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>• Artificial colourings/flavourings</li> <li>• Chemical preservatives</li> <li>• Dairy products</li> <li>• Shellfish</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(3)

Question Number	Answer	Mark
4	<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>• Calcium</li> <li>• Potassium</li> <li>• Zinc</li> <li>• Sodium</li> <li>• Iodine</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
5	<p>B – Lentils E – Liver</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> <p>Vegan</p> <ul style="list-style-type: none"> <li>• No animal products</li> </ul> <p>Diabetic</p> <ul style="list-style-type: none"> <li>• Low sugar/carbohydrate</li> <li>• Sugar free options</li> </ul> <p><b>Accept any other appropriate response.</b> <b>Accept examples of ingredients to avoid.</b></p>	(2)

Question Number	Answer	Mark
7	<p>Men - 2500 Women - 2000</p>	(2)

Question Number	Answer	Mark
8(a)	<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>• Fruit and vegetables</li> <li>• Starchy foods (pasta, potatoes, rice, bread)</li> </ul>	(2)

Question Number	Answer	Mark
8(b)	<p>Award <b>one</b> mark for the following.</p> <ul style="list-style-type: none"> <li>• Fats and sugars</li> </ul>	(1)

Question Number	Answer	Mark
9	<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>• Immune system problems</li> <li>• Raised levels of stress</li> <li>• Heart disease</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
10(a)	<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>• Menu design</li> <li>• Providing advice on menu choices</li> <li>• Labelling and menu terminology</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
10(b)	<p>Award <b>one</b> mark for identifying a constraint and a further <b>one</b> mark for expansion up to a maximum of <b>two</b> marks each.</p> <p>Marvent may have problems finding a supplier for the free-range products (1) which will mean that he cannot always offer the full menu to customers (1)</p> <p>The free-range products may cost more than the current products (1) this will impact on profit margins (1)</p> <p>The prices on the menu will have to go up to cover increased costs (1) this may result in fewer customers to the restaurant (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
11(a)	<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>• Reduced sick leave</li> <li>• Increased staff loyalty</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
11(b)	<p>Award <b>one</b> mark for identifying a reason for staff efficiency increase and a further <b>one</b> mark for expansion up to a maximum of <b>two</b> marks.</p> <p>Customer service will improve (1) because staff will have a chance to relieve stress before interacting with customers (1)</p> <p>Staff will be motivated to work as a team (1) because they are more bonded through team activity (1)</p> <p>Staff will be less prone to RSI/more able to carry heavy trays/have more stamina to be on their feet all night (1) because they have increased muscle tone (1)</p> <p>Staff will be on time for the beginning of service (1) because they will be on site early for the exercise sessions (1)</p> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
12(a)	<p>Award <b>one</b> mark for identifying a reason food trucks are a good way to sell healthy vegetarian food and a further <b>one</b> mark for expansion up to maximum of <b>two</b> marks each.</p> <p>Pardy will have a customer interaction in several locations (1) which means that she can capitalise on her reputation as a 'local business' multiple times over (1)</p> <p>Pardy will be able attend existing branded events (e.g. VegFest, Brockley Market) (1) so she will benefit from promotion by association (1)</p> <p>Pardy could buy produce from vendors at market (1) which would enable them to co-promote their products as fresh/local/healthy (1)</p> <p>Food truck promotes its healthy food for free as it is being driven (1) which could reach audiences that wouldn't be targeted otherwise (1)</p> <p>Food trucks are flexible (1) so Pardy can go where the demand is (local specialty markets) (1)</p> <p>Food trucks have a reputation for fresh/gourmet food (1) which will attract a loyal/ niche following (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)



Question Number	Answer	Mark
12(b)	<p>Award <b>one</b> mark for identifying a way to adapt the menu and a further <b>one</b> mark for expansion up to a maximum of <b>two</b> marks each.</p> <p>She could reduce her menu to bestselling dishes only (1) so that she does not waste storage space on items she won't sell/on equipment she won't use (1)</p> <p>She could ensure that her dishes share raw ingredients (1) so that she only needs to stock a limited number of raw ingredients (1)</p> <p>She could sell pre-packaged dishes (1) to save space on raw ingredient storage (1)</p> <p>She could not sell secondary items (e.g. drinks, sides) (1) to save space for primary product (1)</p> <p>She could adapt recipes to use less perishable ingredients (e.g. lettuce, spinach) (1) so ingredients do not take up the limited cold storage space (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
13(a)	2-3 units 2 units 3 units	(1)

Question Number	Answer	Mark
13(b)	<p>Award <b>one</b> mark for identifying a health issue that would affect fitness and a further <b>one</b> mark for expansion up to a maximum of <b>two</b> marks each.</p> <p>Weight increase from extra calories in alcohol (1) which could lead to a decrease in speed (1)</p> <p>She could develop heart disease/cancer (1) which could prevent her from training/playing completely (1)</p> <p>She could have reduced bone density (1) which would make her more susceptible to broken bones (1)</p> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Indicative content	Mark
14	<p>Responses may include the following.</p> <p><b>Ways to promote healthy options</b></p> <ul style="list-style-type: none"> <li>• Free drinks for designated driver</li> <li>• Free top ups of soft drinks</li> <li>• Reward card for tea and coffee</li> <li>• Bundle offers (healthy snack and drink)</li> <li>• Free giveaways (incentives/prizes for ordering a certain number of healthy drinks)</li> </ul> <p><b>Introduce new healthy products/services</b></p> <ul style="list-style-type: none"> <li>• Sell healthy food/snacks range</li> <li>• Fresh juice/juice bar</li> <li>• Themed cuisine nights (ticket only, customers served set menu with limited/no alcohol)</li> <li>• Create signature drinks menu with healthy options</li> </ul> <p><b>Ways to increase profitability</b></p> <ul style="list-style-type: none"> <li>• Increase alcohol retail price (increase returns)</li> <li>• Reducing healthy option retail price (increase sales)</li> </ul> <p><b>Reasons promotions will increase profitability</b></p> <ul style="list-style-type: none"> <li>• Increase loyalty</li> <li>• Increase reputation as healthier option</li> <li>• Appeal to different market (families/health conscious)</li> <li>• Higher sales of high profit margin items (soft drinks, coffees, teas)</li> <li>• Increased competitiveness on the high street/ USP</li> </ul>	(8)

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	<p>A few key points identified, or one point described in some detail.</p> <p>The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.</p>
2 4-6 marks	<p>Some points identified, or a few key points described. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p>
3 7-8 marks	<p>Range of points described, or a few key points explained in depth.</p> <p>The majority of points made will be relevant and there will be a clear link to the situation in the question.</p>

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