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Other names

**Pearson BTEC
Level 1/Level 2
First Award**

Centre Number

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Learner Registration Number

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Hospitality

Unit 1: Introducing the Hospitality Industry

Thursday 19 May 2016 – Afternoon

Time: 1 hour 15 minutes

Paper Reference

21541E

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Section A

Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Providing food and beverages is an example of a service the hospitality industry provides. Identify **two** other examples of services the hospitality industry provides.

- A** Public house
- B** Facilities management
- C** Vending
- D** Bed and breakfast
- E** Swimming pool

(Total for Question 1 = 2 marks)

2 Give **one** example of an environmental issue that affects the hospitality industry.

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(Total for Question 2 = 1 mark)

3 Events management is a growth area in the hospitality industry.

Identify **two** examples of events.

- A** Meetings
- B** Gym
- C** Exhibitions
- D** Free bar
- E** Room service

(Total for Question 3 = 2 marks)

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4 A recruitment agency can help a hotel by finding new staff.

Give **two** other ways a recruitment agency can help a hotel to recruit new staff.

1

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2

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(Total for Question 4 = 2 marks)

5 A budget hotel is an example of a hospitality business that offers accommodation for paying guests.

State **two** other types of hospitality business that offer accommodation in the hospitality industry.

1

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2

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(Total for Question 5 = 2 marks)

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6 Maintaining standards and quality is important in order to attract customers to hotels.

(a) Give **two** ways that reception staff can maintain standards and quality in hotels.

(2)

1

2

(b) Give **two** reasons why it is important to maintain high standards of health and safety in a hotel.

(2)

1

2

(Total for Question 6 = 4 marks)

7 An increase in the minimum wage will result in a higher wage bill for a hospitality business.

Give **two** actions that a small café could take to respond to this increase.

1

2

(Total for Question 7 = 2 marks)

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8 Tempest Engineering Company has a staff canteen that is outsourced to a large contract catering company.

Give **two** advantages for Tempest Engineering of outsourcing its staff canteen.

1

2

(Total for Question 8 = 2 marks)

9 John owns the Red Lion public house. The Red Lion is a free house.

Explain **two** business benefits for John in owning a free house.

1

2

(Total for Question 9 = 4 marks)

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10 A new chain of Chinese restaurants has had some poor feedback on its website about service standards. The restaurant chain wants to investigate its service standards. It is going to employ a mystery customer to have meals in some of the restaurants.

Explain **two** advantages for the restaurant chain of using a mystery customer to check service standards.

1

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2

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(Total for Question 10 = 4 marks)

11 Peter owns The Royal Mill Hotel. The hotel is a small rural hotel with eight staff. Peter wants to attract more business customers, so he is going to buy and set up state of the art technology.

One disadvantage for Peter will be the cost of setting up the new technology.

Explain **two** other disadvantages for Peter of buying and setting up new technology.

1

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2

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(Total for Question 11 = 4 marks)

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12 British Burgers is a chain of fast food restaurants. The restaurant chain has high levels of staff leaving. It is planning to improve the training programme for all new staff.

Explain **two** ways the improved training programme could help the business to keep staff.

1

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2

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(Total for Question 12 = 4 marks)

TOTAL FOR SECTION A = 33 MARKS

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Section B

Answer ALL questions.

Giuseppe and Gina have owned a small Italian restaurant called Roma for a number of years. Recently there has been an increase in local competition, so they want to relaunch their menu to attract new customers. They are going to employ a new head chef to be in charge of the kitchen and to introduce and promote a new menu. There will be authentic, regional Italian dishes on the menu.

13 The restaurant is going to use technology to promote the relaunch of the new menu.

Give **three** ways the restaurant can use technology to market the new menu.

- 1
- 2
- 3

(Total for Question 13 = 3 marks)

14 The Roma restaurant buys most of its goods from a large wholesaler. Now it wants to use a specialist supplier to supply authentic Italian ingredients for the dishes on the new menu.

Give **two** disadvantages for the restaurant of using a specialist supplier rather than the current wholesaler.

- 1
- 2

(Total for Question 14 = 2 marks)

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15 It is important that the Roma restaurant staff know a lot about the dishes on the new menu.

Give **two** reasons why this is important.

1

2

(Total for Question 15 = 2 marks)

16 Pricing is a key factor in determining success in the hospitality industry. Giuseppe and Gina have decided to examine the menus and offers provided by other restaurants in the local area before pricing their menu.

(a) Explain **one** reason why it is important that the Roma restaurant considers competitor activity when pricing the menu.

(2)

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(Total for Question 16 = 10 marks)

TOTAL FOR SECTION B = 17 MARKS

TOTAL FOR PAPER = 50 MARKS



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