



Mark Scheme (Results)

June 2014

NQF BTEC Level 1/Level 2 Firsts in  
Hospitality

Unit 1: Introducing the Hospitality  
Industry (21541E)

## **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](http://www.edexcel.com) or [www.btec.co.uk](http://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](http://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](http://www.edexcel.com/teachingservices).

You can also use our online Ask the Expert service at [www.edexcel.com/ask](http://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](http://www.pearson.com/uk)

June 2014

Publications Code BF038209

All the material in this publication is copyright

© Pearson Education Ltd 2014

## 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	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Budget hotels</li> <li>• B&amp;Bs/guesthouses</li> <li>• Hostels</li> <li>• Hall of residence</li> <li>• Inns</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> accept 'hotels' or 'non-star rated hotels' or named brands.</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
2	<p>A - Loans D - Insurance</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
3	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>three</b> marks.</p> <ul style="list-style-type: none"> <li>• Taxi services</li> <li>• Shuttle services</li> <li>• Trains</li> <li>• Trams</li> <li>• Buses</li> <li>• Coaches</li> <li>• Aeroplanes</li> <li>• Delivery vehicles</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> accept types of private transport (e.g. cars, bikes). Do <b>not</b> accept responses that provide reasons for transport (e.g. transport to get to work).</p> <p style="text-align: right;">(3x1)</p>	3

Question Number	Answer	Mark
4	C - Employee cafeterias E - School dining halls  (2x1)	2

Question Number	Answer	Mark
5	Grievance  Accept any reasonable spelling.  (1x1)	1

Question Number	Answer	Mark
6	Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.  <ul style="list-style-type: none"> <li>• Delivery note</li> <li>• Returns note</li> <li>• Credit note</li> <li>• Invoice</li> <li>• Statement</li> </ul> Accept any other appropriate response. Do <b>not</b> accept purchasing order and purchase specification as these are given in the question.  (2x1)	2

Question Number	Answer	Mark
7	A linked response that awards <b>one</b> mark for each benefit to the restaurant and a further <b>one</b> mark for justification of the identified benefit up to a maximum of <b>two</b> marks for each.  <ul style="list-style-type: none"> <li>• Attracts customers/better image (1) because of reduced carbon footprint/environmental impact (1)</li> <li>• Reduced transport costs (1) which will increase profits (1)</li> <li>• Food is fresher (1) so there is less wastage/longer shelf life (1)</li> </ul> Accept any other appropriate response.  (2x2)	4

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Buy free range</li> <li>• Buy outdoor reared</li> <li>• Buy organic</li> <li>• Buy RSPCA Freedom Food scheme</li> <li>• Buy red tractor label products</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> accept repetition of free range/organic, etc. for different products.</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for each up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Individually controlled heating/air conditioning in guest bedrooms</li> <li>• Not changing/washing towels/linens/laundry every day</li> <li>• Automatic/movement-sensitive lights</li> <li>• Low energy light bulbs/equipment</li> <li>• Room key cards needed to turn on lights/power</li> <li>• Lower temperature of hot water</li> <li>• Double glazing/insulation</li> <li>• Install showers instead of baths</li> <li>• Turn off lights/equipment when not in use</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> accept responses that do not reduce direct energy consumption (e.g. changing energy source, recycling packaging).</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
10(a)	<p>Award <b>one</b> mark for each up to a maximum to <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Adherence to dress code/uniform</li> <li>• Use of appropriate communication skills/language skills</li> <li>• Professional behaviour/conduct</li> <li>• Effective timekeeping</li> <li>• Following policies and procedures</li> </ul> <p>Accept any other appropriate response.</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
10(b)	<p>Award <b>one</b> mark for each up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Loss of custom</li> <li>• Poor image</li> <li>• Bad reputation/customer reviews</li> <li>• Increase in customer complaints</li> <li>• Food safety issues/cross-contamination</li> <li>• Fines/closure/prosecution</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> accept responses that are not impacts on the business.</p> <p style="text-align: right;">(2x1)</p>	2

Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for identifying a way 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>• Sergei can bid for bigger/more frequent events (1) because he would have confidence in the availability of the staff (1)</li> <li>• Sergei can bid for specialist events (1) because he will have access to specially skilled staff (1)</li> <li>• Sergei would not need to increase fixed staff costs/overheads (1) therefore he can offer competitive pricing/cheap prices/make more money (1)</li> <li>• Sergei can guarantee the quality of his product/service (1) because the staff will have the experience/qualifications that he specified (1)</li> <li>• Sergei can spend less time on staff recruitment (1) so he can spend time finding new business (1)</li> </ul> <p>Accept any other appropriate response.</p> <p style="text-align: right;">(2x2)</p>	4

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for each of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Setting workplace rules and procedures</li> <li>• Inductions</li> <li>• Handbooks/training manuals/standard operating procedures (SOPs)</li> <li>• Supervising staff</li> <li>• Monitoring staff performance</li> <li>• Job shadow/buddies</li> <li>• Checking staff compliance for the maintenance of health and safety</li> </ul> <p>Accept any other appropriate response.</p> <p style="text-align: right;">(2x1)</p>	2



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> <ul style="list-style-type: none"> <li>• More expensive</li> <li>• Smaller range</li> <li>• May be stock shortages</li> <li>• May not deliver</li> <li>• May not offer credit facilities</li> <li>• Seasonality</li> </ul> <p>Accept any other appropriate response.</p>	(2x1) 2

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for an advantage 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>• Lower taxes/raise capital by selling shares (1) which means that the loan will be quicker to pay back (1)</li> <li>• The company/business is liable for the loan/the company is a separate entity (1) which means Lucy will not lose personal assets if it fails (1)</li> </ul> <p>Accept any other appropriate response.</p>	(2x2) 4

Question Number	Answer	Mark
15	<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>• Easy to review costs for each dish (1) so the prices can be changed to reflect change in price of ingredients/so the dish can be removed from menu if not profitable (1)</li> <li>• Ensure the consistent quality of dishes (1) which will encourage repeat/more business (1)</li> <li>• Prevent overuse/ensure correct use of ingredients (1) to make sure the return is right/ensure right level of profit (1)</li> <li>• Staff can work more independently (1) so less cost for supervision (1)</li> <li>• Staff can work more efficiently (1) so the restaurant can take on more business/so less staff required (1)</li> </ul> <p>Accept any other appropriate response. Do <b>not</b> award marks for portion control, wastage and stock control as these are given in the question.</p> <p style="text-align: right;">(2x2)</p>	4

Question Number	Answer	Mark
16	<p>Award <b>one</b> mark for identifying benefit and a further <b>one</b> mark for justification up to a maximum to <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• The new business will be able to attract experienced staff/retain staff (1) which means the restaurant would not have to spend money/time recruiting/training staff (1)</li> <li>• Restaurant will be able to recruit from a larger geographical area (1) because the cost of commuting will be offset (1)</li> <li>• Staff may change employers for more money (1) which would make it easier for Lucy to recruit (1)</li> <li>• Wages won't need to change when the minimum wage increases (1) which means Lucy can forecast her wage costs/set realistic sales targets (1)</li> <li>• Better motivated staff (1) which will improve quality of customer experience (1)</li> </ul> <p>Accept any other appropriate response.</p> <p style="text-align: right;">(1x2)</p>	2

Question Number	Indicative Content	Mark
17	<p><b>Re-launch could fail (short-term)</b></p> <ul style="list-style-type: none"> <li>• It will be unable to reach a large target audience</li> <li>• It won't be able to generate interest/communicate the rebranding</li> </ul> <p><b>Miss out on functionality/internet tools</b></p> <ul style="list-style-type: none"> <li>• It wouldn't be able to communicate with its customers effectively on products, services and offers (e.g. seasonal menu updates, coupons)</li> <li>• Won't be able to track exposure (e.g. Facebook, Google Analytics)</li> <li>• Won't be able to take online bookings</li> <li>• Won't be able to take online payments for venue bookings</li> <li>• Won't be able to collect customer data (e.g. email address, phone numbers, cookies)</li> </ul> <p><b>Long-term branding issues</b></p> <ul style="list-style-type: none"> <li>• It will be unable to promote itself to out-of-town customers as 'the destination'</li> <li>• Will not be able to benefit from customer reviews as effectively</li> <li>• Won't be able to link from partner websites/local/specialised suppliers</li> <li>• Won't be able to create unique brand personality/image</li> </ul>	8
Level	Descriptor	Marks
0	No rewardable material.	0
1	A few key impacts identified, <b>or</b> one impact described in some detail. 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.	1-3
2	Some impacts identified, <b>or</b> a few key impacts 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.	4-6
3	Range of impacts described, <b>or</b> a few key impacts explained in depth. The answer is well-balanced, giving weight to each impact. The majority of points made will be relevant and there will be a clear link to the situation in the question.	7-8

For more information on Edexcel qualifications, please visit our website  
[www.edexcel.com](http://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

