

**BTEC  
FIRST**

**BTEC**

# Sample Assessment Materials (SAMs)

## HOSPITALITY

**From September 2013**

Pearson BTEC Level 1/Level 2 First Award in Hospitality

Pearson BTEC Level 1/Level 2 First Certificate in Hospitality

Pearson BTEC Level 1/Level 2 First Extended Certificate in Hospitality

Pearson BTEC Level 1/Level 2 First Diploma in Hospitality



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# Introduction

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Sample assessment materials (SAMs) provide learners and centres with specimen questions and mark schemes. These are used as the benchmark to develop the external assessment learners will take.

## **Unit 1: Introducing the Hospitality Industry**

The SAMs for this external unit have been provided for the following qualifications:

- BTEC Level 1/Level 2 First Award in Hospitality
- BTEC Level 1/Level 2 First Certificate in Hospitality
- BTEC Level 1/Level 2 First Extended Certificate in Hospitality
- BTEC Level 1/Level 2 First Diploma in Hospitality

## **Unit 9: How the Hospitality Industry Contributes to Healthy Lifestyles**

The SAMs for this external unit have been provided for the following qualifications:

- BTEC Level 1/Level 2 First Certificate in Hospitality
- BTEC Level 1/Level 2 First Extended Certificate in Hospitality
- BTEC Level 1/Level 2 First Diploma in Hospitality

*As the Award is nested within the Certificate, Extended Certificate and Diploma, we have adopted the convention of titling external assessments for the smallest award for which they are available across the whole BTEC first suite. This is the same convention used for AS/GCE which is also a nested qualification*



# **Unit 1: Introducing the Hospitality Industry – sample assessment test and mark scheme**

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The sample assessment test and mark scheme are for the following qualifications:

- BTEC Level 1/Level 2 First Award in Hospitality
- BTEC Level 1/Level 2 First Certificate in Hospitality
- BTEC Level 1/Level 2 First Extended Certificate in Hospitality
- BTEC Level 1/Level 2 First Diploma in Hospitality





Write your name here

Surname

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

Sample Assessment Material

**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.
- This paper is divided into two sections – Section A and Section B.
- 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.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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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 ☒.

**SECTION A**

**1** A restaurant is an example of a service a hotel provides.

Give **two** other types of service provided by a hotel.

1 .....

.....

2 .....

.....

**(Total for Question 1 = 2 marks)**

Put a cross in **one** box to indicate your answer.

**2** Andy owns a pub. He can choose to buy beverages from any supplier.

This is an example of a:

free house pub

leasehold pub

managed pub

tenanted pub.

**(Total for Question 2 = 1 mark)**

**3** Hotels are sometimes supported by businesses from other industries.

Give **two** ways in which businesses in the transport sector can support hotels.

1 .....

.....

2 .....

.....

**(Total for Question 3 = 2 marks)**

**4** A cafe owner is required to keep records of goods the owner purchases.

Identify the following **two** documents from the purchasing cycle.

1. The bill for the supplies delivered and their cost:

.....  
.....

2. A listing of all business transactions for a month:

.....  
.....

**(Total for Question 4 = 2 marks)**

**5** (a) *Gold Sand Health Spa* requires its reception staff to wear a uniform.

Explain **one** way in which wearing a uniform can help to maintain standards of customer service.

(2)

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.....  
.....

(b) A new member of staff joins the health spa.

Give **one** benefit of an induction programme to the new member of staff.

(1)

.....  
.....

**(Total for Question 5 = 3 marks)**

**6** All hospitality businesses need to consider their carbon footprint.

Give **one** way in which a fast-food takeaway could reduce its carbon footprint.

.....  
.....

**(Total for Question 6 = 1 mark)**

7 Many coffee shops operate as franchises.

Pinkal has decided to run her coffee shop as an independent sole trader.

Explain **two advantages** to Pinkal of running the business as a sole trader rather than as a franchise.

1 .....

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.....

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2 .....

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**(Total for Question 7 = 4 marks)**

8 A new hospital is considering how to provide catering for its staff. It can choose either an in-house service or to outsource its catering. Cost is one advantage to an employer of outsourcing catering.

Explain **one further advantage** and **one disadvantage** of outsourcing.

Advantage

.....

.....

.....

Disadvantage

.....

.....

.....

**(Total for Question 8 = 4 marks)**

Put a cross in **one** box to indicate your answer.

**9** A business wants to reduce its costs.

Which of these would save the business money?

- Extended opening hours
- Consistent portion control
- Creating a new business logo
- Generating more repeat business

**(Total for Question 9 = 1 mark)**

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**10** Most large businesses have a grievance policy for their staff.

Explain **one** advantage to a business of having a grievance policy.

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**(Total for Question 10 = 2 marks)**

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**11** Explain **two** ways in which pilferage can affect a restaurant's gross profit.

1 .....

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2 .....

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**(Total for Question 11 = 4 marks)**

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**12** A rise in the National Minimum Wage will mean a business has to pay its staff more money. This will increase its costs.

Explain **three** other likely impacts on a hospitality business of this increase in the National Minimum Wage.

1 .....

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2 .....

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3 .....

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**(Total for Question 12 = 6 marks)**

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**TOTAL FOR SECTION A = 32 MARKS**

## SECTION B

Paul and Jane Davis have just bought their second hotel, the *White Oleander Hotel*. They plan to refit it in a similar way to their first hotel. Their objective is to achieve 5 star luxury status for the *White Oleander Hotel*. However, it has proved difficult to recruit the right staff to deliver this luxury level of service, despite extensive local advertising. The owners currently buy their supplies from a small cash and carry but, due to the business expanding through the purchase of a second hotel, they have decided to change to using a large wholesaler for future supplies.

Use the information given above to answer Questions 13–17 below.

**13** Paul and Jane have decided to use a staffing agency to contract staff.

Give **two** ways in which a staffing agency will help them to recruit the right staff.

1 .....

.....

2 .....

.....

**(Total for Question 13 = 2 marks)**

**14** Give **two** ways in which a bank can help Paul and Jane with their business.

1 .....

.....

2 .....

.....

**(Total for Question 14 = 2 marks)**

**15** Switching to a large wholesaler can potentially reduce the cost of supplies.

Explain **two** other potential benefits to Paul and Jane's business of moving to a large wholesaler.

1 .....

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.....

2 .....

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**(Total for Question 15 = 4 marks)**

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**16** A website can be used to attract new customers.

Give **two** other ways in which Paul and Jane can use a website to benefit their business.

1 .....

.....

2 .....

.....

**(Total for Question 16 = 2 marks)**

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17 Paul and Jane have carried out some market research on customer opinions of the new hotel. The research shows that customers are concerned about environmental issues. Discuss the issues for the *White Oleander Hotel* in balancing being a successful business with addressing customer environmental concerns.

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**(Total for Question 17 = 8 marks)**

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**TOTAL FOR SECTION B = 18 MARKS**  
**TOTAL FOR PAPER = 50 MARKS**



## 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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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.

## Section A

Question number	Answer	Mark
1	<p>Services hotels provide are:</p> <ul style="list-style-type: none"> <li>• salon and spa services</li> <li>• concierge</li> <li>• room service</li> <li>• wireless internet</li> <li>• guest/laundry service.</li> </ul> <p>Award <b>one</b> mark for each type of service up to a maximum of <b>two</b> marks.</p> <p>Accept any other valid response.</p>	(2)

Question Number	Answer	Mark
2	A – free house pub.	(1)

Question Number	Answer	Mark
3	<p>Award <b>one</b> mark for each identified way in which transport businesses support hotels.</p> <ul style="list-style-type: none"> <li>• Provide taxi service for hotel guests.</li> <li>• Shuttle buses to airports.</li> <li>• Excursions to local attractions.</li> </ul> <p>Award marks for other suitable identifications up to a maximum of <b>two</b> marks.</p>	(2)

Question number	Answer	Mark
4	<p>Award <b>one</b> mark for each document identified. The purchasing documents are:</p> <ul style="list-style-type: none"> <li>• 1. invoice</li> <li>• 2. statement.</li> </ul>	(2)

Question number	Answer	Mark
5(a)	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>wearing a uniform helps in putting across business image/enables customers to easily recognise staff members (1), so that staff represent the values of the business (1)</li> <li>wearing a uniform is linked to professional customer service (1), so the appearance and standard of the staff dress code are an influencing factor on customer confidence in the delivery of excellent customer service. (1)</li> </ul> <p>Award <b>one</b> mark for an identification of a reason for having a uniform and <b>one</b> mark for a linked explanation as to what the uniform means to the customer, up to <b>two</b> marks.</p> <p>Award a mark for any other valid responses.</p>	(2)

Question number	Answer	Mark
5(b)	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>helps the employee understand their role better (1)</li> <li>gives them a better understanding of the business they are working for (1)</li> <li>helps them to understand the rules and procedures within the business. (1)</li> </ul> <p>Award a mark for any other valid responses.</p>	(1)

Question number	Answer	Mark
6	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>reduce the amount of packaging used (1)</li> <li>use energy efficient equipment (1)</li> <li>switch equipment/lights off when not in use (1)</li> <li>source products locally (1)</li> <li>encouraging recycling of packaging. (1)</li> </ul> <p>Award a mark for other suitable identifications up to a maximum of <b>one</b> mark.</p>	(1)

Question number	Answer	Mark
7	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• Pinkal can decide on the menu, products and services she offers (1), this helps the coffee shop to keep its uniqueness and customer focus (1)</li> <li>• Pinkal can choose her own business trading hours (1), this gives the coffee shop flexibility in terms of staffing and its target customer groups (1)</li> <li>• Pinkal does not need to follow rigid rules of business operation (1), this means the coffee shop can opt for the purchasing and operating systems that best suit its specific needs/look for cost savings (1)</li> <li>• Pinkal does not have to pay for the franchise (1), and so can retain a higher percentage of the takings. (1)</li> </ul> <p>Award <b>one</b> mark for describing the advantage of being a sole trader instead of a franchise, and <b>one</b> mark for explaining the advantage.</p> <p>Award marks for any other valid responses.</p> <p style="text-align: right;">2+2</p>	(4)

Question number	Answer	Mark
8	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• an advantage is that the hospital does not need to employ its own catering staff (1), which means it does not have to deal with contracts of employment/legal obligations/industrial relations (1)</li> <li>• an advantage is that outsourced catering businesses have specific equipment and skills expertise (1), which means the catering service can be completed rapidly with high quality productivity (1)</li> <li>• a disadvantage is that an outsourced catering business might be providing catering service to multiple clients at one time (1), which means it might not focus completely on the hospital tasks (1)</li> <li>• a disadvantage is that most outsourced contracts are for a relatively long time period (1), which means difficulties in getting out of a contract if the catering business turns out to be unsuitable. (1)</li> </ul> <p>Award <b>one</b> mark for identifying an advantage of choosing to outsource the catering service, <b>one</b> mark for explaining the advantage, <b>one</b> mark for identifying a disadvantage of choosing to outsource the catering service, and <b>one</b> mark for explaining the disadvantage, up to <b>four</b> marks.</p> <p>Do not award marks for answers that are related to costs.</p> <p>Award marks for any other valid responses.</p>	(4)

Question number	Answer	Mark
9	B – consistent portion control.	(1)

Question number	Answer	Mark
10	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>enables the business to understand better any issues affecting their staff (1), which allows them to put into place policies and procedures to address these issues (1)</li> <li>boost the morale of the employees (1), as they feel that their complaints and issues are being considered/lead to an improvement of customer service. (1)</li> </ul> <p>Award <b>one</b> mark for an identification of an advantage and <b>one</b> mark for a linked explanation of how this helps the business, up to <b>two</b> marks.</p> <p>Award a mark for any other valid responses.</p>	(2)

Question number	Answer	Mark
11	<p>Accept any <b>two</b> of the following answers:</p> <ul style="list-style-type: none"> <li>food pilferage causes stock levels to go down (1), this results in the need for increased spending on purchasing food stock, bringing down gross profit (1)</li> <li>food pilferage means a decrease in sales and an increase in costs (1), as stock will not be available until the new order has been delivered (1)</li> <li>customers who ordered unavailable stock will spread negative word of mouth about the business (1), resulting in a bad reputation and loss of business. (1)</li> </ul> <p>Award <b>one</b> mark for identifying a way pilferage affects gross profit and <b>one</b> mark for a linked explanation of the effect of pilferage on the business, up to <b>two</b> marks.</p> <p>Award marks for any other valid responses.</p>	(4)

Question number	Answer	Mark
12	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• one impact is that it might make fewer full-time jobs available (1), which means a reduction in staff levels to save money, more part-time jobs and possible redundancies (1)</li> <li>• one impact is that a business might employ more agency staff with the flexibility to reduce costs (1), which means it might recruit fewer more experienced staff in the procedures used by the business (1)</li> <li>• one impact is that it might result in the reduction of budgets allocated to staff training (1), which means the business might be affected in the long term through reducing the level of staff skills and product/service quality (1)</li> <li>• one impact is that it might damage long-term employment prospects (1), which means a decrease in staff morale, motivation and retention. (1)</li> </ul> <p>Award <b>one</b> mark for identification of an impact on a business of the increase in the National Minimum Wage, and <b>one</b> mark for explaining the impact, up to <b>six</b> marks.</p> <p>Award marks for any other valid responses.</p>	(6)



## Section B

Question number	Answer	Mark
13	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• provide pre-screening of potential staff (1)</li> <li>• provide a web recruitment service (1)</li> <li>• provide national/regional recruitment advertising. (1)</li> </ul> <p>Award marks for any other valid responses.</p>	(2)

Question number	Answer	Mark
14	<p>Accept any <b>two</b> of the following answers:</p> <ul style="list-style-type: none"> <li>• loans and mortgages (1)</li> <li>• financial advice (1)</li> <li>• business bank accounts (1)</li> <li>• online and telephone banking. (1)</li> </ul> <p>Award marks for any other valid responses.</p>	(2)

Question number	Answer	Mark
15	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• goods are delivered to the business premises, this saves the business the time and transport needed to collect from a cash and carry (1), this gives the business more time to focus on core business activities (1)</li> <li>• access to a greater range of products, giving an increased choice of brands and purchasing units (1), giving access to a wider range of choice for the customer, which leads to greater customer satisfaction/brand recognition (1)</li> <li>• deliveries of goods are likely to be frequent and fast, as wholesalers tend to keep large amounts of stock (1), this means if the business runs out of stock it doesn't need to wait long for a redelivery, keeping continuity and customer satisfaction. (1)</li> </ul> <p>Award <b>one</b> mark for identification of a potential benefit, and <b>one</b> mark for explaining the benefit, up to <b>four</b> marks. Do not award marks for answers that are related to costs. Award marks for any other valid responses.</p>	(4)

Question number	Answer	Mark
16	<p>Accept any of the following answers:</p> <ul style="list-style-type: none"> <li>• allows online reservations to be made (1)</li> <li>• captures customer details more efficiently (1)</li> <li>• keeping information up to date on special offers (1)</li> <li>• minimising resources used to operate telephone systems (1)</li> <li>• reducing transaction time. (1)</li> </ul> <p>Award <b>one</b> mark for the identification of a benefit of a website page to the business.</p> <p>Award marks for any other valid responses.</p>	(2)

Question number	Answer	Mark
17	<p>Areas for discussion in response to customer concerns about environmental issues.</p> <ul style="list-style-type: none"> <li>• Reducing the carbon footprint of the hotel – through energy efficient lighting, equipment and insulation. Encouraging staff and guests to economise on energy by using towels/bedding longer, switching off unnecessary power drains, reducing heating levels and closing doors. The benefit to the hotel is reduced costs and increased margins. Disbenefit is perception by customers of a detriment to the experience during their visit and big start-up costs relating to equipment and installation.</li> <li>• Revising food purchasing policy to reduce food miles – examining current food and drink purchasing and convert to locally produced products. Using local foods in season maximises this approach. Benefits to the hotel are that they are able to relate to the local community, they might get more local recommendations, discounts, distinctive feature for the hotel of offering local produce. Disbenefit is this can be difficult to organise and might not offer a big range of products and continuity.</li> <li>• Minimising the use of disposable products including; cutlery, plates, foil containers and cartons – consider reusable alternatives. If no suitable alternatives are available then biodegradable versions should be chosen. The benefit to the hotel is to reduce costs associated with buying disposable products and reduced litter. Disbenefit is reduction in convenience such as storage, costs of dishwashing, potential inconvenience to staff.</li> <li>• Encourage recycling within own business. The benefit to the hotel is to avoid fines of not recycling. Disbenefit more time consuming and potentially more costly.</li> <li>• Devise an environmental policy for the hotel clearly stating its position on key issues and trends. Benefits to the hotel are the local relationship with neighbours, less impact with licensing issues and less time dealing with complaints. Disbenefit is the time taken from focusing on the core business activities.</li> <li>• Noise and pollution – the hotel refit in keeping with the natural surroundings, effective planting of the hotel grounds, manage the local environment to maintain high standards. Benefits to the hotel are the local relationship with neighbours, less impact with licensing issues and less time dealing with complaints. Disbenefit is restriction of services and costs of meeting local planning regulations.</li> <li>• Hotel staff need to reassure customers by communicating the hotel’s intentions regarding environmental issues. This can also be achieved in brochures and through the hotel’s website. The benefit to the hotel is that customers are able to recognise that the hotel is following environmental procedures which could potentially increase business. Disbenefit is higher price perception from customers and might be a source of complaints.</li> </ul> <p>Other significant aspects should be considered and rewarded where appropriate.</p>	(8)

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A few key points identified, <b>or</b> one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2	3-5	Some points identified, <b>or</b> a few key points described in detail. Consideration of more than one viewpoint but more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3	6-8	Range of points described, <b>or</b> a few key points explained in depth. All sides of the case are considered and the answer is well balanced, considering all viewpoints equally. The majority of points made will be relevant and there will be a clear link to the situation in the question.

# **Unit 9: How the Hospitality Industry Contributes to Healthy Lifestyles – sample assessment test and mark scheme**

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The sample assessment test and mark scheme are for the following qualifications:

- BTEC Level 1/Level 2 First Certificate in Hospitality
- BTEC Level 1/Level 2 First Extended Certificate in Hospitality
- BTEC Level 1/Level 2 First Diploma in Hospitality



Write your name here

Surname

Other names

Centre Number

Learner Registration Number

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

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# Hospitality

## Unit 9: How the Hospitality Industry Contributes to Healthy Lifestyles

Sample Assessment Material

**Time: 1 hour 15 minutes**

Paper Reference

**21617E**

**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.
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### 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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**PEARSON**

**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** Restaurants need to consider the special dietary requirements of customers.

Which **one** of these is a special dietary requirement most likely to be shown against menu items?

- A** low salt
- B** low cholesterol
- C** low carbohydrate
- D** low protein

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**(Total for Question 1 = 1 mark)**

**2** People gaining weight is sometimes linked to eating 'fast food' from take-away businesses.

Which **two** of these types of food are linked with weight gain?

- A** food high in sugar
- B** food high in vitamins
- C** food high in fibre
- D** food high in minerals
- E** food high in fat

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**(Total for Question 2 = 2 marks)**

**3** Additives in food can trigger allergies. Give **one** type of additive that may cause an allergic reaction.

.....

.....

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**(Total for Question 3 = 1 mark)**



**4** Bread can be part of a healthy diet.

(a) Explain **one** way in which eating bread can be good for you.

(2)

.....

.....

.....

.....

Depending on the ingredients used, sandwiches can provide many of the nutrients needed for a healthy diet.

(b) Cheese and tomato is a sandwich filling that has a good supply of nutrients.

Complete the table by:

- identifying **one** other vitamin and **one** mineral that can be found in this sandwich filling
- outlining how each one contributes to good health.

(4)

An example is given for you.

<b>Vitamin/mineral</b>	<b>How it is good for you</b>
Name of vitamin:    Vitamin A	Plays an important role in maintaining healthy bones and skin
Name of vitamin:	
Name of mineral:	

(c) Other than cheese and tomato, give **one other** good food source of vitamin A?

(1)

.....

.....

**(Total for Question 4 = 7 marks)**

This image shows a promotion being run by a bar.

# Happy hour!

**Cocktails – half price**

**Lager and cider – 2-4-1 on pints**

**Free shot with every pint of premium lager**



**Every day: 4–7pm**

Use the information given in the image to answer Questions 5(a) and 5(b).

5 Many city-centre bars use 'happy hour' promotions to attract customers when they leave work. Happy hours can encourage people to drink in an unhealthy way because alcohol is cheaper than usual.

(a) Outline **two** other ways in which this promotion may encourage customers to drink in an unhealthy way.

(2)

1 .....

2 .....

(b) Explain **one** possible disadvantage to a bar of offering a 'happy hour'.

(2)

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**(Total for Question 5 = 4 marks)**

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6 The Seagulls Cafe sells fish and chips. This is the menu:

<b>Menu</b>	
Fish in batter – small	£5.50
Fish in batter – large	£6.00
Homemade fried fish cakes	£3.50
Scampi	£4.50
Cornish pasty	£2.50
Pie – steak & kidney, minced beef	£3.00
Sausage in batter	£1.90
Saveloy	£1.50
Chips – small	£1.00
Chips – large	£1.20
Meal deal: – free can of cola with large fish & chips	

Use the information given in the menu to answer Questions 6(a) and 6(b).

(a) Explain **one** way eating food like this frequently, over a long period of time, could contribute to health problems.

(2)

.....

.....

(b) Explain **two** ways that the portion sizes offered on this menu encourage unhealthy eating.

(4)

1 .....

.....

2 .....

.....

**(Total for Question 6 = 6 marks)**

**7** Country Manor is a small hotel based in a rural location. The hotel has a restaurant that serves hotel residents and non-residents.

(a) Other than through the restaurant, outline **two** ways in which the hotel can make healthy food and beverage options available to customers.

(2)

1 .....

.....

2 .....

.....

This summer, Country Manor is planning to offer weddings in a marquee in the garden. They do not intend to recruit any additional staff as it is seasonal provision only but they will pay overtime to existing staff.

(b) Explain how the hotel may successfully manage **two** potential healthy lifestyle issues for its staff as a result of this new service offer.

(4)

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**(Total for Question 7 = 6 marks)**

8 (a) Care homes need to provide food which is high in fibre, as fibre is good for the digestive system and elderly people often have digestive problems. Explain **two** other specific nutritional requirements for elderly people.

(4)

1 .....

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2 .....

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(b) Other than diet and exercise, explain **one** way in which a care home can encourage healthy lifestyles for elderly people.

(2)

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(c) There are constraints on contract caterers. Explain how each of the following constraints impacts on a contract caterer providing a 'meals on wheels' service to the local community.

(4)

Government guidelines

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Budget

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**(Total for Question 8 = 10 marks)**

9

The Springboard Cafe is based at a leisure centre and has been successfully trading for over five years. The cafe is particularly popular with older customers.

Its top sellers are: homemade cakes, prepared sandwiches, hot beverages (tea, coffee, hot chocolate), cold snacks and cold beverages.

As a result of customer feedback from leisure centre users, the manager of the leisure centre proposed that the Springboard Cafe should provide a service that is more in keeping with a sporty and healthy living business.

It also wants to introduce new items to the menu to attract children and encourage them to eat healthier options.

- (a) Give **one** healthier hot beverage that would appeal to users of the leisure centre. (1)

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- (b) Explain **two** ways in which the cafe's chefs can prepare food that encourages young children to eat the healthy options. (4)

1 .....

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2 .....

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The cafe managers have re-designed their menu in response to customer feedback. They plan to re-launch their business and want to ensure that they encourage healthy lifestyles as much as possible.

- (c) Discuss the operational strategies they will need to consider before they can successfully re-launch to encourage healthy lifestyles

(8)

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**(Total for Question 9 = 13 marks)**

**TOTAL FOR PAPER = 50 MARKS**



## 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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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	A – low salt.	(1)

Question Number	Answer	Mark
2	Award <b>one</b> mark for each of the following. A – food high in sugar E – food high in fat.	(2)

Question Number	Answer	Mark
3	Award <b>one</b> mark for a correct identification.  Accept any of the following: <ul style="list-style-type: none"> <li>• artificial colourings (1)</li> <li>• artificial flavourings (1)</li> <li>• chemical preservatives (1)</li> <li>• individual names of additives, such as tartrazine, sunset yellow, MSG (1).</li> </ul> Do <b>not</b> reward nuts as a response.  Award any other valid responses.	(1)

Question Number	Answer	Mark
4(a)	Award <b>one</b> mark for identification of reason and one further mark for the justification/expansion, up to <b>two</b> marks for an explanation.  Accept any of the following: <ul style="list-style-type: none"> <li>• bread contains carbohydrates (1), needed for energy (1)</li> <li>• bread contains fibre (1) which helps digestion (1).</li> </ul> Award any other valid responses.	(2)

Question Number	Answer	Mark										
4(b)	<p>Award <b>one</b> mark for correct identification of a <b>vitamin</b> found in either cheese or tomato and <b>one</b> further mark for why it contributes to good health, up to <b>four</b> marks.</p> <p>Award <b>one</b> mark for correct identification of a <b>mineral</b> found in either cheese or tomato and <b>one</b> further mark for why it contributes to good health, up to <b>four</b> marks.</p> <p>Accept any of the following:</p> <table border="1"> <thead> <tr> <th>Vitamin/mineral</th> <th>How it is good for you</th> </tr> </thead> <tbody> <tr> <td>Vitamin C</td> <td>Good for immune defence system, protection from viruses and bacteria and healing wounds</td> </tr> <tr> <td>Vitamin D</td> <td>Helps the body absorb calcium, and maintain healthy bones and teeth</td> </tr> <tr> <td>Calcium</td> <td>Necessary for maintenance of healthy teeth and bones, essential for growth and development</td> </tr> <tr> <td>Zinc</td> <td>Plays an important role in maintaining the structure of cell membranes, and aids growth and development</td> </tr> </tbody> </table> <p>Do <b>not</b> accept vitamin A.</p> <p>Award any other valid responses.</p>	Vitamin/mineral	How it is good for you	Vitamin C	Good for immune defence system, protection from viruses and bacteria and healing wounds	Vitamin D	Helps the body absorb calcium, and maintain healthy bones and teeth	Calcium	Necessary for maintenance of healthy teeth and bones, essential for growth and development	Zinc	Plays an important role in maintaining the structure of cell membranes, and aids growth and development	(4)
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Question Number	Answer	Mark
4(c)	<p>Award <b>one</b> mark for correct identification of good food source.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• eggs</li> <li>• oily fish, such as mackerel</li> <li>• milk</li> <li>• yoghurt.</li> </ul> <p>Award any other valid responses.</p>	(1)

Question Number	Answer	Mark
5(a)	<p>Award <b>one</b> mark for identification of how a happy hour encourages customers to drink, up to <b>two</b> marks.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>• encourages people to drink alcohol on many days of the week (1)</li> <li>• encourages people to drink alcohol more quickly/early in the day (1)</li> <li>• encourages people to have a greater alcohol content in each drink, e.g. cocktails (1).</li> </ul> <p>Award any other valid responses.</p>	(2)

Question Number	Answer	Mark
5(b)	<p>Award <b>one</b> mark for identification of disadvantage to a bar and <b>one</b> mark for justification/expansion of disadvantage, up to <b>two</b> marks.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• damage reputation of business (1), as customers may cause a nuisance/noise (1)</li> <li>• loss of business from other potential customers (1), who are put off by heavy drink culture (1)</li> <li>• it may be difficult to keep/recruit staff (1) because drunken customers can be difficult to serve/can be abusive/rude (1).</li> </ul> <p>Award any other valid responses.</p>	(2)

Question Number	Answer	Mark
6(a)	<p>Award <b>one</b> mark for identification of issue and <b>one</b> mark for why it would contribute to health problems, up to <b>two</b> marks.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>sausages/Cornish pasties are high calorie/high in fat (1), high-calorie food is linked to weight gain/ill-health (1)</li> <li>deep frying is a form of cooking that adds calories (1), high-calorie food is linked to weight gain/ill-health (1).</li> </ul> <p>Award any other valid responses.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Award <b>one</b> mark for identification, and <b>one</b> mark for justification/expansion, up to <b>four</b> marks.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>the menu encourages customers to buy large portions as they are not much more expensive (1), this encourages people to eat larger portions than they really need (1)</li> <li>the menu offers a meal deal which encourages the customer to buy chips to gain a free drink or gives a fizzy drink that they may not have bought otherwise (1), which means customer will be eating more food (1).</li> </ul> <p>Award any other valid responses.</p>	(4)

Question Number	Answer	Mark
7(a)	<p>Award <b>one</b> mark for each correct method of how hotels can provide guests with healthy food and beverages.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>ensuring that vending machines have healthier-choice options (1)</li> <li>placing free water in mini-bars (1)</li> <li>placing free fresh fruit in rooms (1)</li> <li>fruit and water being available in reception/public areas (1)</li> <li>having healthy options available from room service (1).</li> </ul> <p>Do <b>not</b> accept just identification of products, must be short statement of ways a family hotel can offer guests healthy food and beverage options.</p> <p>Award any other valid responses.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award <b>one</b> mark for identification of method and <b>one</b> mark for explanation of why it would help manage healthy lifestyles, up to <b>four</b> marks.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>staff will not have enough sleep as they are working more/late shifts (1), so the hotel could organise transport so staff can get home quicker/alter shift pattern so they don't have back-to-back shifts (1)</li> <li>staff will be performing tasks that are unfamiliar to them, which will cause stress (1), so the hotel should ensure staff are appropriately trained (1)</li> <li>staff may not have time to prepare healthy meals for themselves at home (1), so the hotel should ensure that healthy, nutritious meals are available to staff/ensure that food is available appropriate/required times (1).</li> </ul> <p>Award any other valid responses.</p>	(4)



Question Number	Answer	Mark
8(a)	<p>Award <b>one</b> mark for identification of the action and <b>one</b> mark for explanation of why it is a requirement, up to <b>four</b> marks.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>• need more calcium, which is good for keeping bones strong and healthy (1) as elderly people are more vulnerable to conditions such as osteoporosis/brittle bones (1)</li> <li>• require food that is lower in calories and carbohydrates and smaller portions (1) as elderly people are less active and this stops them becoming overweight (1)</li> <li>• must ensure adequate fluid intake (1) to help maintain good renal function (1).</li> </ul> <p>Answer must relate to a specific nutritional requirement of elderly people.</p> <p>Award any other valid responses.</p>	(4)

Question Number	Answer	Mark
8(b)	<p>Award <b>one</b> mark for identification of what could be done and <b>one</b> mark for explanation of how it can encourage healthy lifestyles, up to <b>two</b> marks.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• putting on classes provides mental stimulation (1), which is important because they have limited opportunity to access learning outside of care home (1)</li> <li>• entertainment/social activities which provide emotional stimulation (1), which is important because they have limited opportunity to access social/entertainment outside of care home (1)</li> <li>• providing personal care, such as hairdressing, which is important for self-esteem (1) as they may not have the enthusiasm to organise this themselves (1).</li> </ul> <p>Award any other valid responses.</p>	(2)

Question Number	Answer	Mark
8(c)	<p>Award <b>one</b> mark for identification of way and <b>one</b> further mark for explanation, up to <b>two</b> marks for an explanation for government guidelines and up to <b>two</b> marks for an explanation for budget.</p> <p>Government guidelines</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• they need to comply with recommended daily intake (RDI) for nutritional intake as this is their main source of food (1), therefore food needs to be carefully balanced/able to be eaten/be attractive and palatable (1)</li> <li>• they need to comply with food hygiene regulations for the transportation of hot and cold food (1), therefore they need to have temperature-controlled vehicles and appropriate insulated food containers (1).</li> </ul> <p>Budget</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• they have to provide a greater range of food choices in order to meet special dietary requirements, e.g. foods suitable for people with diabetes/gluten-free diets (1), this increases food costs by having to stock specialist items such as gluten-free bread/buying in small quantities (1)</li> <li>• finite amount of staff/vehicles/time to deliver food (1) which means that time spent with clients is limited, which can impact on social interaction which is important for people's wellbeing (1), they have a fixed contract with the council but costs of food and transport will vary (1), this may therefore impact on quality of provision/capacity to meet council's specification (1).</li> </ul> <p>Award any other valid responses.</p>	(4)

Question Number	Answer	Mark
9(a)	<p>Award <b>one</b> mark for correct identification of a healthier hot beverage that would appeal to users of the leisure centre.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• decaffeinated tea/coffee (1)</li> <li>• herbal/fruit teas (1).</li> </ul> <p>Award any other valid responses.</p>	(1)

Question Number	Answer	Mark
9(b)	<p>Award <b>one</b> mark for each way identified and <b>one</b> further mark for the justification/expansion, up to <b>four</b> marks.</p> <p>Accept any two of the following:</p> <ul style="list-style-type: none"> <li>• use dishes where vegetables are combined with other elements (e.g. mash with carrots/fresh soups/Bolognese with added vegetables) (1), so that children have no choice but to add vegetables to a meal (1)</li> <li>• ensure that dishes that include vegetables are well cooked (e.g. vegetables are not soggy, vegetables are palatable) (1) so that children will appreciate the flavour and texture (1)</li> <li>• ensure that dishes are colourful and well presented (e.g. in child-orientated ways, small pieces, bright cups) (1), so that they look as if they are treats/important (1)</li> <li>• ensure that fresh fruit is well prepared and ready to eat (1) so that it is easy for children to eat (1).</li> </ul> <p>Award any other valid responses.</p>	(4)

Question Number	Indicative content	Mark
9(c)	<p>Areas for discussion regarding operational strategies to consider:</p> <ul style="list-style-type: none"> <li>• Adapting and changing so that they do not lose existing customers.</li> <li>• Keep a balance of options on offer to appeal to new customers.</li> <li>• Strategies to be around: <ul style="list-style-type: none"> <li>- repackaging what they already have</li> <li>- rebranding the cafe</li> <li>- highlighting healthier choices on new menus</li> <li>- including foods that will appeal to sporty/athletic customers.</li> </ul> </li> <li>• Managing and reviewing suppliers to obtain new and healthier ingredients and commodities.</li> <li>• Purchasing some/more foods and drinks locally to the cafe to reduce carbon footprint and CO2 emissions, as well as supporting other local businesses that might share the same healthy-living ethos.</li> <li>• Introduce a policy of providing at no cost, table water for customers who buy a meal or snacks.</li> <li>• Provide some structured staff training before and during the changeover so that members of staff become aware of the new concepts and products and are able to advise customers appropriately.</li> <li>• Advertise the changes in the leisure centre, the cafe and in wider mediums such as newspapers and free magazines, to promote new image and products – might consider some target marketing.</li> <li>• Produce new menus, drinks lists, menu boards and promotional flyers with appropriate information about the new products/dishes. Use terminology that can be easily understood and identify where ingredients come from, nutritional and calorie values for each item identified, identify items that are suitable for those on special diets.</li> <li>• Make appropriate links with the leisure centre customers to encourage new business.</li> <li>• Design and run a sales promotion, including to the leisure centre, over a period of time.</li> <li>• Other significant aspects should be considered and rewarded where appropriate.</li> </ul>	(8)

Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Basic identification of the main points but limited or no developed explanations. The answer is likely to be in the form of points or just a list. Content mainly focused on the food and drinks aspects with few of the above points identified. No identification of how the changes might contribute to a healthier lifestyle.
2	3-5	Limited explanation with some identification of the changes that can be implemented. Content focused mainly on the food and drinks aspects with some identification of the wider picture such as sales and marketing, menu labelling and staff training. Some basic identification of how the changes might contribute to a healthier lifestyle.
3	6-8	Good-full explanation with identification of a wide range of changes that can be implemented, supported by many practical suggestions. The answer is relevant to achieving the full aims of the question. Many of the above points identified. Some clear identification of how the changes will contribute to helping to promote a healthy lifestyle in customers.



HOSPITALITY

**Sample  
Assessment  
Materials (SAMs)**

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