

Mark Scheme (Results)

January 2010

Principal Learning

Hospitality HO101
Introducing Hospitality Services

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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	Budget Hotel	(1)

Question Number	Answer	Mark
2	Estate agent	(1)

Question Number	Answer	Mark
3	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Pool • Restaurant • Room service • Concierge / Bellboy • Mini bar • Night service • 24 hour reception • Laundry service • Baby sitting service • Car Hire • Foreign currency exchange service • Conference and Banqueting service • Wedding service • Gym/ Leisure facilities • Hair salon / Spa • Newspaper • Shop 	(3)

Question Number	Answer	Mark
4	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Prisons • Schools / Colleges/ Universities • Nursing homes • Cooperate events including charity events, balls • Weddings • Sporting events including regular member dining • Concerts • Daily business catering including office canteen / industrial catering that do not employ their own catering staff • Airports <p>Any other similar answer that fits into the above categories</p>	(3)

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> • Contract Caterers • Fast food restaurants • Budget hotels 	(3)

Question Number	Answer	Mark
6	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Children's Menu • A selection of drinks suitable for children i.e.; low sugar drinks served in children friendly containers • High chair • Children's activity packs • Parent and baby changing facilities • Play area • Children's crockery • Facilities for children's parties • Various meal deals 	(3)

Question Number	Answer	Mark
7	<p>Luxury hotel:</p> <ul style="list-style-type: none"> • 24-hour room service • Business centre <p>Budget hotel:</p> <ul style="list-style-type: none"> • Vending machine • Low price 	(4)

Question Number	Answer	Mark
8(a)	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Local tourist information ie: days out / local attractions • Breakfast and dinner • Pack lunches • Tea and coffee making facilities • Family rooms • Accommodation • Lounge 	(3)

Question Number	Answer	Mark
8(b)	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Taxi services • Licensed bar • Local newspapers • Alarm call service • Personal knowledge of the local area • Advanced booking • Family orientated service 	(3)

Question Number	Answer	Mark
9	<p>Business Person: Work area / Quiet area/ Kids free zone / Car park/ Internet / WI FI/ Meeting Area/ Laundry Service/News updates/ Conference facilities/Computer/ Phones/ Fast check in or out/ or any other business related needs.</p> <p>Family: Kids area/ Play area/B &B sitting service/ kids menu/ entertainment/ kids club/ family prices/ packages/ or any other family related needs/cot.</p> <p>One mark for each correct answer</p>	(4)

Question Number	Answer	Mark
10(a)	<p>Customer: Customer satisfaction, good quality of customer service, meeting customer needs.</p> <p>Organisation Repeat business, good reputation, word of mouth, increase in business, Reduce complaints, increase profit</p> <p>*Students will have to justify their answer and explain the reason Two marks for each correct answer</p>	(4)

Question Number	Answer	Mark
10(b)	<p>Customer: Customer satisfaction, good quality of customer service, meeting customer needs, Personalised service, Customer may come back to same organisation</p> <p>Organisation: Repeat business, good reputation, word of mouth, increase in business, Reduce complaints, increase profit , Job satisfaction for staff , organisation reaching targets</p> <p>*Students will have to justify their answer and explain the reason Two marks for each correct answer</p>	(4)

Question Number	Answer	Mark
11	<p>For each section, up to three marks for each recommendation.</p> <p>1. Recommendation: Staff training, inform the manager / staff member, improve staff communication, staff to sample food, improve staff morale i.e.: introduce incentives, agree service level agreements, look at competitors to see the quality, share feedback with staff, staff meetings, staff input</p> <p>2. Recommendation: Staff training, staff to write the time of order down, staff to apologise to customer, ensure there is enough staff on duty at busy times, speak to the staff, feedback from customer, check all the equipment is working properly, communication with customers</p> <p>3. Recommendation: To acknowledge customer, apologise, additional training, employee manual, service level agreement, mystery guest, comment cards to improve service, supervision of staff on reception, staff awareness, first impressions.</p> <p style="text-align: right;">(3 x 3)</p>	(9)

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