

Mark Scheme (Results)

Summer 2012

Principal Learning Hospitality (HO101)  
Paper 01

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| Question Number | Answer  | Mark |
|-----------------|---|------|
| 1               | <p><i>Award one mark for each correct answer up to 4 marks</i></p> <ul style="list-style-type: none"> <li>• Hotels and motels</li> <li>• Bars / Night clubs</li> <li>• Resorts apartments</li> <li>• B &amp; B / Guest Houses</li> <li>• Caravan Parks</li> <li>• Drive through</li> <li>• Restaurants</li> <li>• Takeaways</li> <li>• Cafes</li> <li>• Cruise ship</li> <li>• Theme parks</li> <li>• Contract food catering</li> <li>• Corporate Events</li> <li>• Vending</li> <li>• Holiday parks</li> <li>• Road side services</li> <li>• Hostels</li> <li>• Membership clubs</li> <li>• Self catering accommodation</li> </ul> <p><i>Or other suitable answers</i></p> | (4)  |

| Question Number | Answer      | Mark |
|-----------------|-------------|------|
| 2               | Hospice (1) | (1)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 3               | <p><i>Award one mark for each correct answer up to five marks</i></p> <p>Ploughman's lunch - Pub<br/> Trouser press - Hotel<br/> En suite room - Hotel<br/> Cloth napkin - Restaurant<br/> Packet of peanuts - Pub</p> | (5)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 4               | <p><i>Award one mark for each correct answer up to 4 marks</i></p> <ul style="list-style-type: none"> <li>• Asian</li> <li>• English</li> <li>• Chinese</li> <li>• French</li> <li>• Italian</li> <li>• Greek</li> <li>• Japanese</li> <li>• Spanish</li> <li>• American</li> <li>• Mexican</li> <li>• Thai</li> <li>• Malaysian</li> <li>• Brazilian</li> <li>• Middle Eastern</li> <li>• Korean</li> <li>• Caribbean</li> <li>• Eastern European</li> <li>• Turkish</li> <li>• Vietnamese</li> <li>• Japanese</li> </ul> | (4)  |

| Question Number | Answer                     | Mark |
|-----------------|----------------------------|------|
| 5               | Pre-prepared tray meal (1) | (1)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 6               | <p data-bbox="272 331 1010 365"><i>Award one mark for each correct answer up to 4 marks</i></p> <ul data-bbox="320 405 1193 1128" style="list-style-type: none"> <li>• Baby sitting or crèche facilities</li> <li>• 'Quiet' rooms</li> <li>• Large family rooms or interconnecting rooms</li> <li>• Children's TV channels</li> <li>• Early family dining</li> <li>• Children's entertainment and activities</li> <li>• Child friendly environment (<i>e.g. Electrical sockets covered no sharp edges at Childs height etc</i>)</li> <li>• Kids menus/meals</li> <li>• Discounts for kids</li> <li>• Play area</li> <li>• Competitive prices</li> <li>• Family dining area</li> <li>• Car parking</li> <li>• Baby changing facilities</li> <li>• Kids activity packs, freebies</li> <li>• Vouchers for a discount</li> <li>• Baby changing facilities</li> </ul> <p data-bbox="272 1173 619 1207"><i>Or other suitable answers</i></p> | (4)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 7               | <p><i>Award one mark per correct answer up to 4 marks</i><br/> <i>Answers must be specific (e.g. fruit or spices is not sufficient)</i></p> <ul style="list-style-type: none"> <li>• Nut and nut oil</li> <li>• Wheat/gluten/flour</li> <li>• Sea food /fish</li> <li>• Shell fish</li> <li>• Eggs</li> <li>• Milk</li> <li>• Cheese</li> <li>• Strawberries</li> <li>• Soya</li> <li>• Seeds</li> <li>• Chocolate</li> </ul> <p><i>Award marks for other suitable responses.</i></p> | (4)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 8               | <p><i>Award one mark per correct answer up to 4 marks</i></p> <ul style="list-style-type: none"> <li>• Food : Take away service, fast food service</li> <li>• Drink : Bar service and take away service in disposable glass wear</li> <li>• Vending service</li> <li>• Dining area, for corporate service or family service</li> <li>• Function room: for private hire, parties and special occasions</li> <li>• Customer service, for bookings and ticket purchase and customer information, dealing with complaints, greeting guests</li> </ul> | (4)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 9 (a)           | <p><i>Answers may include:</i></p> <ul style="list-style-type: none"> <li>• High level of customer care to ensure customers will return</li> <li>• Customer loyalty and customer satisfaction.</li> <li>• Reduction in the amount of customer complaints.</li> <li>• Possibly linked to increased profits and sales.</li> <li>• Increased job satisfaction and internal customer satisfaction, high morale of staff and low staff turnover.</li> <li>• Restaurants needs to offer a variety of products / service to keep the customers happy</li> <li>• Good reputation through word of mouth, resulting in more customers wanting to use the restaurant</li> <li>• Customers more likely to buy additional products from the business, resulting in greater business turnover and increased profits.</li> <li>• Business can then grow and employment for staff becomes more enjoyable and secure.</li> </ul> | (6)  |

| Level | Mark | Descriptor  |
|-------|------|---|
|       | 0    | Marks for any suitable responses.   |
| 1     | 1-2  | If the candidates states one or two impacts of good customer service, or the candidate states one good impact of customer service and attempts to explain the example how this impact will have an impact on good customer service.   |
| 2     | 3-4  | If the candidate states three or four good impacts of customer Service, one mark for each response, or expands the response by explaining the impact of good customer service from each example given.  |
| 3     | 5-6  | Maximum of four different responses stated and a minimum of two different explanations to those responses. To state and explain the impact of good customer service. Or three examples and three explanations.<br>One mark for each stated impact to a maximum of 4 marks<br>One mark of each explanation of how the suggested response will impact on good customer service. |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 9 (b)           | <p><i>Answers may include:</i></p> <ul style="list-style-type: none"> <li>• Retraining of the staff and train the staff in customer care and service</li> <li>• Consider introducing incentive schemes for staff to raise morale and to help them improve their motivation.</li> <li>• Develop a company strategy relating to quality customer care, and ensure that it is central to everything they do. Ensure this message is clearly communicated throughout the restaurant so that everyone realise their part in quality customer care and the importance of it.</li> <li>• The restaurant should consider using every possible method to clearly get the views of its customer feedback questionnaires, mystery shoppers, comment cards, asking customers face-to-face, web based surveys and comment pages. etc.</li> <li>• Make time to carefully look at the feedback, understand the comments and analysis the information being presented. Then develop a strategy to act on the findings to amend common and regular negative feedback.</li> <li>• Ensure resources are available to correct areas of negative feedback and then monitor the changes made to ensure that they are making new positive impact.</li> <li>• Increasing job satisfaction and ensuring that the staff have good product knowledge</li> <li>• Communicating with the team, praising quality work and helping to develop areas of weakness into strengths within your team.</li> <li>• Encourage the team to work together in a professional and supportive manor encouraging positive and productive working relationships with all the team.</li> </ul> | (6)  |

| Level | Mark | Descriptor  |
|-------|------|---|
|       | 0    | No rewardable material  |
| 1     | 1-2  | Identifies one or two points or one point with a limited explanation.   |
| 2     | 3-4  | Two or more points identified with at least one explanation or three to four points identified with no explanation. |
| 3     | 5-8  | Four points identified with a least one explanation or four points identified and two explanations.                 |



| Question Number |   | Mark |
|-----------------|---|------|
| 10              | <p><i>Answers may include:</i></p> <ul style="list-style-type: none"> <li>• Friendly service, being receptive, open and welcoming.</li> <li>• Dealing with customers face to face</li> <li>• Dealing with customers' specific needs</li> <li>• Good product knowledge</li> <li>• Positive body language</li> <li>• Listening and responding to customers</li> <li>• Providing accurate information, prompt assistance and help</li> <li>• Dealing with problems and negotiating rapid solutions to aid guest comfort and well-being.</li> <li>• Ensuring a professional but personalised service whenever possible, (knowing the customer's name and requirements can often be an indication of quality customer service)</li> <li>• The guest may draw conclusions from this level of service and begin to make judgements about additional service received thereafter.</li> <li>• A hotel porter may be the first member of staff that a guest meets during their stay at a hotel, therefore the service that the porter offers and the manner in which that service is offered is going to give the guest a first and lasting impression of the hotel.</li> </ul> |      |

| Level | Mark | Descriptor  |
|-------|------|---|
|       | 0    | 0 marks for any unsuitable responses  |
| 1     | 1-2  | If the candidate states one or two examples of good customer service, or the candidate states one good impact of customer service and attempts to explain the example how this impact will have an impact on good customer service.   |
| 2     | 3-4  | If the candidate states three or four good examples of customer service, one mark for each response, or expands the response by explaining how the porter could deliver good customer service from each example given.  |
| 3     | 5-6  | Maximum of four different responses stated and a minimum of two different explanations to those responses. To state and explain how the porter could deliver good customer service. Or three examples and three explanations. One mark for each stated impact to a maximum of 4 marks<br>One mark for each explanation of how the suggested response will impact on good customer service |

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