

Mark Scheme (Results) January 2010

Principal Learning

Hospitality HO201
Exploring the UK Hospitality Industry

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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(a)	<ul style="list-style-type: none"> • Fine dining Restaurants (1) • Pubs (1) • Bars (1) • Clubs (1) • Fast food outlets (1) • Café (1) <p>Do not accept brand establishments.</p>	(2)

Question Number	Answer	Mark
1(b)	<ul style="list-style-type: none"> • Schools (1) • Hospitals (1) • Prisons (1) • Contract catering (1) • Universities (1) • Colleges (1) • Residential and nursing homes (1) <p>Do not accept brand establishments.</p>	(2)

Question Number	Answer	Mark
2	<ul style="list-style-type: none"> • Equipment - Ensuring any equipment is turned off when not in use. (1) • Looking after existing equipment (1) • Only necessary purchases are made (1) • Labour costs are reduced through effective management (1) • Some businesses have put a hold on recruitment unless completely necessary (1) • Marketing costs reduced (1) • Shopping around for reduced cost food and liquor purchases (1) • Tighter controls on stock and wastage (1) • Adapting menu's to reduce costs (1) • The development of budget hotels (1) • Staff understanding of cost awareness (1) 	(6)

Question Number	Answer	Mark
3(a)	<ul style="list-style-type: none"> • Newspapers (1) • Trade magazines (1) • Company websites/Internet (1) • Employment agencies (1) • Job centres (1) • Connexions (1) • Springboard (1) • Visiting establishments (1) • Industry / personnel (1) • Tutor (1) 	(2)

Question Number	Answer	Mark
3(b)	<ul style="list-style-type: none"> Organising and ordering stock, food and liquor supplies and equipment (1) Health, safety and or hygiene (1) Solving employee and customer problems (1) Interviewing and recruiting new staff (1) Managing finance and budgets (1) Overseeing the day to day running of the restaurant (1) Training and development (1) Working closely with the Chef to determine menus and service styles (1) Attending meetings (1) Meeting, greeting and obtaining feedback from guests (1) Staffing levels (1) 	(3)

Question Number	Answer	Mark
4	<p>1 mark for each job role in the correct level:</p> <pre> graph TD EC[Executive Chef] --> HC[Head Chef] HC --> SC[Sous Chef] SC --> CDP1[Chef De Partie] SC --> CDP2[Chef De Partie] CDP1 --> CC1[Commis Chef] CDP1 --> CC2[Commis Chef] CDP2 --> CC3[Commis Chef] CDP2 --> CC4[Commis Chef] </pre>	(5)

Question Number	Answer	Mark
5(a)	<ul style="list-style-type: none"> Restaurants (1) Hospitality services (1) 	(2)

Question Number	Answer	Mark
5(b)	<p>Any two of the following:</p> <ul style="list-style-type: none"> Contract food services (1) Hotels (1) pubs, clubs and nightclubs (1) 	(2)

Question Number	Answer	Mark
5(c)	<ul style="list-style-type: none"> • Maximise or measure customer satisfaction • Maximise profit • To ensure market share • Providing forecasts for the future • Managing Rev Par • Establish booking trends • Measure popularity • To prepare for change • Payroll 	(2)

Question Number	Answer	
6	<p>Possible factors for the increased number of closures are:</p> <ul style="list-style-type: none"> • Higher costs - brewers have raised their beer prices to keep pace with the increases in the cost of hops and other ingredients • Cut - price drinks promotions in supermarkets encouraging people to drink at home • Implementation of the smoking ban in pubs might have caused smokers to stay away from pubs • Increased awareness of the health risks associated with alcohol consumption could have resulted in decline in sales • Increased government led costs • Drink driving awareness • Economic downturn/recession 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Brief references made to the factors for the increased number of closures. Explanations not developed.
2	4-6	Some identification and explanation into the increased number of closures. A limited explanation with a good knowledge and understanding demonstrated.
3	7-8	Explanations are clear, well-reasoned with most of the above points covered and demonstrating a good knowledge of why the sector is declining.

Question Number		Answer
7		<p>The industry must prepare for the Olympic games in the following Ways:</p> <p>Increase skills and productivity Increase the number of people qualified to level 2</p> <ul style="list-style-type: none"> • Increase the number of Chefs • Improve customer service skills • Increase the number of apprentices • Implement rigorous recruitment policies • Raise the awareness of funding available for training • Training new and current staff • Hire trained staff • Encourage more youngsters into the industry • Train staff on other cultures and beliefs
Level	Mark	Descriptor
	0	No rewardable material
	1	A partial explanation with negligible/no supporting evidence.
	2-3	A partial explanation with some supporting evidence.
	4-6	A full explanation with some supporting evidence.
	7-8	A full explanation with integrated examples.
Question Number		Answer
8		<ul style="list-style-type: none"> • Overseas visitors bringing in foreign currency • Hotels provide a platform for Cities to attract major events. • The success of the hospitality helps many other businesses that supplies products and services to the industry. • Provides employment opportunities for all age groups, particularly younger personnel • Through income tax (taken off pay) the employee contributes to government revenues • Through VAT on sales and services • Provides service or amenities for the local community <p><i>Any other reasonable answer</i></p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Brief references made to the ways in which the industry contributes to the UK economy.
2	4-6	Some identification and explanation into the industry contributions to the UK economy. A limited explanation with a good knowledge and understanding demonstrated.
3	7-8	Explanations are clear, well-reasoned with most of the above points covered and demonstrating a good knowledge of how the industry contributes to the UK economy.

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