

Mark Scheme (Results)

January 2012

Principal Learning in Hospitality
(HO201)

Paper 01

Exploring the UK Hospitality Industry

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Publications Code DP030668

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Question Number	Answer	Mark
1	<ul style="list-style-type: none"> • 1 star to 5 star • Budget hotels • Bed and Breakfast • Luxury • Boutique • Guesthouses 	(3)

Question Number	Answer	Mark
2	<p>The following skills areas:</p> <ul style="list-style-type: none"> • Commitment and motivation • Interpersonal • Team work • Technology/IT/Computer skills • Communication • Management and leadership • Decision making • Organisation • Time management • Attention to detail • Customer service • Self management • Any other reasonable response 	(4)

Question Number	Answer	Mark
3	<ul style="list-style-type: none"> • Theatre tickets (1) • Sporting tickets (1) • Taxi (1) • Limousine (1) • Theme parks (1) • Hairdressers (1) • Beautician(1) • Concierge service including valet parking (1) • Business services (1) • Multilingual support (1) • Florists (1) • 24 hour laundry (1) • Porterage (1) • Gym/fitness • Postal services • Any other reasonable response 	(4)

Question Number	Answer	Mark
4 (a)	<ul style="list-style-type: none"> • Food suppliers • Beers and minerals • Audio visual equipment • Staff (Agency) • Cleaning services/ materials • Maintenance services • Linen services <p><u>Award 1 mark for each supplier type provided</u></p>	(2)

Question Number	Answer	Mark
4(b)	<p>Food suppliers:</p> <ul style="list-style-type: none"> • local produce • point of sale materials <p>Beer, wines minerals:</p> <ul style="list-style-type: none"> • point of sale materials • local produce • free glasses/bar materials <p>Audio visual suppliers:</p> <ul style="list-style-type: none"> • latest technology • free installation <p>Staffing agencies:</p> <ul style="list-style-type: none"> • experienced staff on demand • staff training • discounted rates for regular use <p>Cleaning services:</p> <ul style="list-style-type: none"> • staff training on new products • product information cards 	<p>(i=2)</p> <p>(ii=2)</p>

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> • Greater awareness and interest in the industry • More people interested in the industry as a career • High profile of the industry • Creates interest - people dining out Any other reasonable response 1 mark for each benefit to a max of 3 marks or 3 marks for one benefit and a full description	(3)

Question Number	Answer	Mark
6	<ul style="list-style-type: none"> • Lack of qualified people • Lack of people with customer handling skills • Lack of applicants • Lack of team working skills • Poor perception of the industry • Transient workforce Any other reasonable response 1 mark for each reason to a max of 2 marks and 1 additional mark for an explanation of the reason	(4)

Question Number	Answer
7	Customer <ul style="list-style-type: none"> • Internet for obtaining cheap rates • Brochures available online • i phone style apps for finding accommodation • 360 degree views and live webcams • Feedback forums • Guest reviews e.g. trip advisor • 24 hour booking for reservations • Instant confirmations • Special offers received Industry <ul style="list-style-type: none"> • Increased occupancy levels • Support sales • Staffing levels reduced • Instant sales and marketing tool • Instant confirmation

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Brief references made to the ways in which the industry and/or customers use and benefit from electronic communications.
2	3-4	Some identification into how the industry and customers use electronic communications. Has identified at least two/three way in which these can benefit either/both the industry or the customer
3	5-6	Explanations into the use of electronic communications are clear and a minimum of four/five well-reasoned explanations into the benefits to either/both the industry or the customer.

Question Number	Answer	Mark
8	Staff interviews, selection and recruitment Staff management Staff training/appraisals Uniform standards Establishment presentation Staff discipline Stock levels and control Quality of service and standards Health and safety Rota's and holiday management Maintenance of hygiene Staff wages Record keeping Sales/targets Profit and loss/budgeting General presentation Sales and marketing Appraisal of staff performance Staff training Work rotas Holiday requests	(8)

Level	Mark	Descriptor
	0	No reward able material
1	1-3	Brief references made to the role and responsibilities
2	4-5	Some identification and explanation made to the role and responsibilities
3	6-8	Explanations are clear, well-reasoned with most of the above points covered and demonstrating a good knowledge.

Question Number	Answer
9	<ul style="list-style-type: none"> • Look for a role with additional responsibilities • Move to a different hospitality establishment • Education and training / qualifications • Apprenticeship • Move to larger coffee shop • Any additional relevant point

Level	Mark	Descriptor
	0	No rewardable material

1	1-2	Brief references made to the opportunities that Julie could use to progress her career in the industry.
2	3-4	Some made to the opportunities that Julie could use to progress her career in the industry.
3	5-6	Clear advise and identification of appropriate pathways demonstrating a clear understanding of how Julie could progress her career in the industry.

Question Number	Answer	Mark
10a	<ul style="list-style-type: none"> • Kitchen and catering assistants 	(1)
10b	<ul style="list-style-type: none"> • Travel agency managers 	(1)

Question Number	Answer	Mark
11a	<ul style="list-style-type: none"> • Caterer and Hotelkeeper • Trade journals • Company websites • Recruitment agencies • National press Any other valid response	(1)
11b	<ul style="list-style-type: none"> • Local jobcentre • Newspaper • Local advertisements • Vacancy boards • Shop windows Any other valid response	(1)
11c	<ul style="list-style-type: none"> • Trade journals • Company website • Recruitment agencies • Local newspapers • Job centre • Local college / university Any other valid response	(1)
11d	<ul style="list-style-type: none"> • Caterer and Hotelkeeper • Trade journals • Company websites • Recruitment agencies • Local newspapers • National press. Any other valid response	(1)

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Order Code DP030668 January 2012

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