

Mark Scheme

Summer 2013

Principal Learning
Hospitality (HO201/01)
Unit 2: 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	<ul style="list-style-type: none"> • fast food (1) • cafe (1) • coffee shop (1) • fine dining (1) • branded themed restaurants (1) • the name of a themed restaurant (1) • ethnic restaurant (1) <p>Award 1 mark for any other suitable answers</p>	(2)

Question Number	Answer	Mark
2	<ul style="list-style-type: none"> • supermarkets • department stores • service stations • visitor attraction centres • sporting arenas • transport <p>Award 1 mark for any other suitable answers</p>	(2)

Question Number	Answer	Mark
3 (a)	<ul style="list-style-type: none"> • food (1) • wines and spirits (1) • laundry/dry cleaning (1) • catering equipment (1) • staffing agencies (1) • hairdressers (1) • souvenir shops (1) • transport (1) • local businesses (1) • airport (1) <p>Award 1 mark for any other suitable answers</p>	(3)

Question Number	Answer	Mark
3 (b)	<ul style="list-style-type: none"> • reliable staff • availability of staff • short lead time • provides training and trained staff • no additional costs e.g. holiday pay • meets demand • provides jobs full and part time • provides guidance for employment • support recruitment e.g. CV 	(4)

Question Number	Answer	Mark
4	<ul style="list-style-type: none"> • city centre(1) • motorway (1) • shopping centres/malls (1) • nearby branded restaurants (1) • tourist areas (1) • truck stop/petrol/service stations (1) 	(4)

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> • provide offers e.g. 2:1 • promoting drinking out • create alternative experiences, children's play areas, dining, entertainment • challenging supermarkets • providing areas for under 18's and promoting non alcoholic drinks • marketing campaign • inclusive meal packages • improve quality 	(4)

Question Number	Answer	Mark
6 (a)	<ul style="list-style-type: none"> • dealing with suppliers • controlling costs • scheduling staff rotas • overseeing stock takes • maintenance reports and safety audits • safe keep of lost property • supervision of staff • awareness of green issues • support staff <p>1 mark awarded for each responsibility provided with a description - up to a maximum of 3 marks.</p>	(3)

Question Number	Answer	Mark
6 (b)	<p>Duties include:</p> <ul style="list-style-type: none"> • ensure that a high level of customer care is • monitor staff • recording wastage • making sure the cellar is clean and tidy and is stocked up correctly • make sure that the bars are fully bottled up • keep bar sundries stocked up at all times • help to organise staff and carry out 	(3)

	<p>training with staff</p> <ul style="list-style-type: none"> • spot check tills when appropriate • ensure that glasses and crockery are collected frequently • ensure cleaning rotas are done to a high standard • carry out line cleaning • control of the bar/customers • supervise the bar <p>1 mark awarded for each responsibility provided with a description - up to a maximum of 3 marks.</p>	
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Question Number	Answer	Mark
6 (c)	<ul style="list-style-type: none"> • complete all relevant paperwork in order to coordinate events • maintaining and administering the events • updating website • assemble delegate packs ready for each event • communicate with delegates effectively • monitor marketing spend against budget • organise & manage mail shots • welcome delegates <p>1 mark awarded for each responsibility provided with a description - up to a maximum of 3 marks.</p>	(3)

Question Number	Indicative Content
7	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • smart in appearance • relevant experience • honest • reliable • punctual • good with customers • friendly attitude • positive body language • multi lingual • good I.T skills • Gain good qualifications in school • Achieve level 2/3 qualifications at college after leaving school • good exam results • reading literature relating to the industry and keeping up to date • hard working • able to work long/flexible hours • catering qualifications • work experience

		<ul style="list-style-type: none"> part time work
Level	Mark	Descriptor
	0	No reward able material
1	1-2	Brief references providing up to two attributes with a limited description of the attributes required.
2	3-4	Provides up to four key attributes with a reasonable description explanation of the attributes required.
3	5-8	Explanations are clear, well-reasoned with most of the above points covered and demonstrating a good knowledge of how a school leaver can best achieve a successful career in the UK hospitality industry.

Question Number	Answer	Mark
8 (a)	Award one mark per correct answer, to a maximum of two marks <ul style="list-style-type: none"> buses (1) trams (1) trains (1) taxis (1) limosine services (1) coach companies (1) car hire (1) Maximum 2 marks	(2)

Question Number	Answer	Mark
8 (b)	Hospitality industry provides a platform for cities to attract major events (1) The success of the hospitality industry helps many other businesses that supply products and services to the industry (1) Provides employment opportunities for all age groups, particularly younger personnel (1) Through income tax (taken off pay) the employee contributes to government revenues (1) Through VAT on sales and services (1) Provides service or amenities for the local community (1) Award 1 mark for each of the above explained or any other suitable response.	(6)

Question Number	Answer	Mark
9(a)	<ul style="list-style-type: none"> • visit local establishments • internet • mystery shopper • request prices • ask customers/staff • surveys <p>Award 1 mark for each of the above or any other suitable response</p>	(2)

Question Number	Answer	Mark
9(b)	<ul style="list-style-type: none"> • regular meetings • agree a pricing policy • agree opening hours • sharing information • restricting happy hours <p>Award 1 mark for each of the above or any other suitable response</p>	(4)

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