

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Hospitality

Level 2

Unit 1: Exploring the UK Hospitality Industry

Friday 24 May 2013 – Morning

Time: 1 hour

Paper Reference

HO201/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL questions. Write your answers in the space provided.

1 State **two** types of restaurant found in the hospitality industry.

1
2

(Total for Question 1 = 2 marks)

2 State **two** businesses where hospitality is a secondary service.

1
2

(Total for Question 2 = 2 marks)



3 Staffing agencies support and benefit from their links with the UK hospitality industry.

(a) Identify **three** other businesses that benefit from their links to the UK hospitality industry.

(3)

1

2

3

(b) Explain the benefits to the hospitality industry of using staffing agencies to recruit staff.

(4)

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(Total for Question 3 = 7 marks)



4 Budget hotels are frequently found at airports.

Identify **four** other locations where budget hotels are often found.

1

2

3

4

(Total for Question 4 = 4 marks)



The UK hospitality industry continues to suffer as a result of cheap alcohol sold in supermarkets.



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5 Explain possible actions the UK hospitality industry can take to reduce a decline in business from the sale of cheap alcohol in supermarkets.

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(Total for Question 5 = 4 marks)



6 Describe the key responsibilities of the following job roles.

(a) Head housekeeper at a large city centre hotel

(3)

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(b) Bar supervisor at a nightclub

(3)

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(c) Events coordinator working at a conference centre

(3)

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(Total for Question 6 = 9 marks)



7 There are many routes to a successful career in the UK hospitality industry.

Explain how a school leaver can ensure they have the best opportunity to achieve a successful career in the UK hospitality industry.

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(Total for Question 7 = 8 marks)



8 The UK hospitality industry is important to the UK economy.

(a) List **two** transport services that will benefit from having a city centre hotel nearby. (2)

1

2

(b) Explain how the UK hospitality industry can contribute to the UK economy. (6)

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(Total for Question 8 = 8 marks)



9 The manager of a popular city centre nightclub has noticed a decline in business at the weekends.

(a) State **two** ways in which the manager could research his local competitors.

(2)

1

2

The manager has established that other nightclubs in the city centre have also experienced a decline in business.

(b) Identify **four** actions the nightclub managers could take to work together to help increase business.

(4)

1

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2

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3

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4

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Total for Question 9 = 6 marks)

TOTAL FOR PAPER = 50 MARKS



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