

Mark Scheme (Results)

Summer 2012

Principal Learning Hospitality (HO201)
Paper 01

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Question Number	Answer	Mark
1	<p><i>Award one mark per correct response, up to three marks</i></p> <ul style="list-style-type: none"> • Fine dining • Fast food • Coffee shops • Take away • Ethnic restaurants • Cafes <p><i>Or any other suitable response</i></p>	(3)

Question Number	Answer	Mark
2	<ul style="list-style-type: none"> • Price (1) • Delivery dates (1) • Quality of products supplied (1) • Flexibility (1) • Health and Safety (HACCP) (1) • Quality of paperwork/administration (1) • Ease of purchase (1) • Local produce (1) <p><i>1 mark for each identification (maximum 2)</i> <i>1 mark for each justification/description confirming an understanding (maximum 2).</i></p> <p><i>e.g. for two marks a suitable response would include:</i> <i>Flexibility of supplier must be suitable to assist with the demands and needs of a business that can fluctuate.</i></p>	(4)

Question Number	Answer	Mark
3	<p><i>Award one mark per correct response, up to four marks</i></p> <ul style="list-style-type: none"> • Financial controller • Security • Sales • Marketing • Auditor • Ticket officer • Human Resources / personnel • Receptionist <p><i>Or any other suitable response</i></p>	(4)

Question Number	Answer	Mark
4	<p><i>Award one mark per correct response, up to four marks</i></p> <ul style="list-style-type: none"> • Trains • Aircraft • Ferry • Cruise ship • Coach 	(4)

Question Number	Answer	Mark
5	<p><i>Possible responses may include:</i></p> <ul style="list-style-type: none"> • Reduce time to complete • Offer an incentive to complete • Flexible pay structures & bonus related • Time for study • Incentives • Mentor/coach • Live in accommodation • Company incentives • Promotion opportunities • Offer progression routes/additional qualifications 	(6)
Level	Mark	Descriptor
	0	No reward able material
1	1-2	Brief references made to one of the above points. Explanations on how companies can ensure students complete an apprenticeship are not developed.
2	3-4	Two or more of the above points are identified and a limited explanation is made to how companies can ensure students complete an apprenticeship.
3	5-6	Explanations are clear and well-reasoned with most of the above points covered and demonstrating a good knowledge of how companies can ensure students complete an apprenticeship.

Question Number	Answer	Mark
6	<p><i>Possible responses may include:</i></p> <ul style="list-style-type: none"> • Equipment – Ensuring any equipment is turned off when not in use. • Looking after existing equipment • Only necessary purchases are made • Labour costs are reduced through effective management • Some businesses have put a hold on recruitment unless completely necessary • Marketing costs reduced • Shopping around for reduced cost food and liquor purchases • Tighter controls on stock and wastage • Cost savings relating to laundry 	(6)

Level	Mark	Descriptor
	0	No reward able material
1	1-2	Answer provides limited methods, with very little reference to how these methods can be used/control costs and protect profit.
2	3-4	Answer identifies two or more of the above points with a limited explanation to how these methods can be used/control costs and protect profits.
3	5-6	Three methods are provided with a clear explanation for each method and demonstrate a good knowledge of how these methods can be used/control costs and protect profit.

Question Number	Answer	Mark
7a	<ul style="list-style-type: none">• Housekeeping supervisor	(1)

Question Number	Answer	Mark
7b	<ul style="list-style-type: none">• Chef de Partie	(1)

Question Number	Answer	Mark
7c	<ul style="list-style-type: none">• Reservations Clerk	(1)

Question Number	Answer	Mark
7d	<ul style="list-style-type: none">• Sommelier	(1)

Question Number	Answer	Mark
7e	<ul style="list-style-type: none">• Food and Beverage Manager	(1)

Question Number	Answer	Mark
7f	<ul style="list-style-type: none">• Financial controller	(1)

Question Number	Answer	Mark
8	<p><i>Award one mark for each response up to a maximum of 3 marks</i></p> <ul style="list-style-type: none"> • Dealing with the control of linen, cleaning products and guest supplies control (1) • Maintenance (1) • Wages (1) • Rota's for staffing (1) • Stocktaking (1) • Reports (1) • Safety (1) • Lost property (1) • Green issues (1) • Quality control (1) • Managing staff (1) 	(3)

Question Number		Answer
9		<p><i>Possible answers may include:</i></p> <ul style="list-style-type: none"> • Education and training such as attending college or university • Structured training programmes in industry • Work experience • Apprenticeship programmes • Short courses • Variety of jobs to gain experience • Working for internationally recognised companies • Working with businesses that have a good standard of product/service
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Brief reference made to the opportunities they could use to progress their careers in the industry.
2	3-4	Some reference made to the opportunities that they could use to progress their career pathways in the industry.
3	5-6	Clear advice and pathways identified demonstrating a clear understanding of how they could progress their careers in the industry.

Question Number	Answer	
10a	<ul style="list-style-type: none"> • Tenanted/leased 	(1)

Question Number	Answer	
10b	<ul style="list-style-type: none"> • Freehouses 	(1)

Question Number	Answer
11 (a)	<p><i>Award one mark for each correct response, maximum of two marks</i></p> <ul style="list-style-type: none"> • Comment cards (1) • Questionnaires (1) • Talking to guests (1) • Meeting/discussions with staff (1) • Observation (1) • Training (1) • Mystery shopper (1) • Review standards (1)

Question Number	Answer
11 (b)	<p><i>Award one mark for each method described, up to a maximum of four marks</i></p> <ul style="list-style-type: none"> • Collate and review customer comments (1) • Review feedback from staff (1) • Discussing issues with restaurant manager (1) • Set targets for improvement (1) • Training (1) • Review (1) • Appraisals (1) • Formal qualifications (1) • Review job roles and responsibilities (1) • Team building (1)

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