

Write your name here	
Surname	Other names
Edexcel Principal Learning	Centre Number
	Candidate Number
Hospitality	
Level 3	
Unit 1: Investigating the Hospitality Industry	
Friday 15 January 2010 – Morning Time: 1 hour 30 minutes	Paper Reference HO301/01
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 60.
- 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.

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

1 (a) Identify **two** outlets in the hospitality services sector.

(2)

1

2

(b) Describe **two** differences between the commercial sector and the hospitality services sector of the UK hospitality industry.

(4)

1

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2

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(Total for Question 1 = 6 marks)



2 (a) State **two** employment opportunities available to you within each of the following sectors.

(i) Commercial sector

(2)

1

2

(ii) Hospitality services sector

(2)

1

2

(b) Describe **two** responsibilities for one of the employment opportunities you identified in (a).

(4)

1

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2

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(c) Describe **two** essential skills needed for customer service staff employed in the UK hospitality industry.

(4)

1

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2

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(Total for Question 2 = 12 marks)



3 The UK hospitality industry has grown in recent years.
Analyse the importance of the industry to the UK economy.

Dotted lines for writing the answer.

(Total for Question 3 = 6 marks)



4 You have been considering your options about what route you may take into the industry when you complete your studies.

(a) Compare **two** different career choices available within the UK hospitality industry. (4)

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(b) Evaluate the factors that may influence your career choice when planning to achieve a management position within the UK hospitality industry. (6)

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(Total for Question 4 = 10 marks)



5 Managers within the hospitality industry use research to inform good business decisions.

(a) Complete the following table by selecting the appropriate research methods or sources that would allow you to identify the changing expectations of customers who use hospitality businesses.

State next to each whether it is primary or secondary research.

(4)

Research method or source	Primary or secondary
1	
2	

(b) Evaluate the advantages of using secondary research methods and sources to explore trends within the hospitality industry.

(6)

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(Total for Question 5 = 10 marks)



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6 (a) Explain **three economic** trends within the UK hospitality industry.

(6)

1

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(b) The number of pubs in the UK has decreased in recent years.

Analyse the social trends that have impacted on the public house sector.

(10)

Dotted lines for writing.



(This area is reserved for the answer to Question 6. The page contains horizontal dashed lines for writing.)

(Total for Question 6 = 16 marks)

TOTAL FOR PAPER = 60 MARKS

