

Write your name here

Surname

Other names

**Edexcel**  
**Principal Learning**

Centre Number

--	--	--	--	--	--

Candidate Number

--	--	--	--	--	--

# Hospitality

**Level 3**

**Unit 1: Investigating the Hospitality Industry**

Friday 25 May 2012 – 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.

P40538A

©2012 Pearson Education Ltd.

6/6/4



Turn over ►

**PEARSON**

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

**1** (a) Identify what type of hospitality establishment would be best suited to meet the needs of the following customers:

(4)

(i) A business traveller needing one night's stay close to motorway access

(ii) A group of teenagers on a budget wanting a lunchtime snack

(iii) A family of four on holiday for a week requiring a city centre location

(iv) A couple wanting a romantic evening meal for Valentine's night

(b) Describe what is meant by the hospitality services sector.

(2)

**(Total for Question 1 = 6 marks)**



2 (a) State **two** other industries with links to the UK hospitality industry.

(2)

1 .....

2 .....

(b) Explain how UK hospitality outlets make an important contribution to the growth of the service industry economy.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 2 = 6 marks)**



**3** (a) Analyse changing industry trends affecting UK hospitality outlets.

(10)

A series of horizontal dotted lines for writing the answer.



(b) Describe how a hospitality manager could respond to changing trends and encourage commercial success.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 3 = 16 marks)**



4 (a) Identify **two** job opportunities available in the hospitality services sector.

(2)

1 .....

2 .....

(b) Describe how an individual can develop the skills required for working in the worldwide hospitality industry.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(c) Describe **two** key responsibilities of an effective hospitality manager.

(4)

1 .....

.....

.....

.....

2 .....

.....

.....

.....

**(Total for Question 4 = 12 marks)**

---



**5** (a) Describe the routes that supervisors working in the hospitality industry may take to develop their careers.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(b) Explain the benefits of pursuing a career as an accommodation manager in the hospitality industry.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 5 = 10 marks)**





6 (a) Identify **four** examples of secondary research that a manager may use to explore current industry trends.

(4)

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

(b) Analyse how secondary research can be used to benefit the hospitality industry.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 6 = 10 marks)**

**TOTAL FOR PAPER = 60 MARKS**



**BLANK PAGE**



**BLANK PAGE**



**BLANK PAGE**

