

Mark Scheme

Sample Assessment Material

Principal Learning

Hospitality
(H0301/01)

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	Total Mark
1	<p>1 mark for a general description of differences Max 2 marks for a full description of differences</p> <p>2 marks per description up to total of 6</p> <p>The commercial sector is where the main organisational aim is hospitality (1) whereas the hospitality services sector is a secondary business within another non-hospitality business (1) Standards in the commercial sector tend to be higher than in the hospitality services sector (1) The commercial sector must be profitable (1), the hospitality services sector may be profitable, but may be subsidised or may only meet a breakeven budget (1) Higher numbers of staff are employed in a commercial establishment (1)</p> <p>Or other suitable alternatives</p>	6

Question Number	Indicative content	
2	<p>Numbers employed in the hospitality industry Economic value of the revenue of the industry Purchasing power Contribution to local community for example education, hospitals Tourism, both domestic and inbound Links with other industries, for example transport, tourism, food suppliers, staffing agencies, hairdressers.</p>	
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	A statement of how the UK economy benefits from some aspects of the hospitality industry, for example many people are employed in the hospitality industry.
2	3-4	For an analysis of some of the factors that cause the UK economy to benefit, for example many people are employed in the hospitality industry which leads to growth in the economy through the tax that they contribute and the spending of their disposable income
3	5-6	Comprehensive answer demonstrating a high level of knowledge of how the UK hospitality industry benefits the UK economy, including a wide range of cases, for example, promotes tourism and foreign earnings, supports other industries (transport, leisure etc), is a large employer.

Question Number		Indicative content
3		Change in disposable income Age structure of population Family size Changing occupations (from manufacture to service) Life style changes Fashions or fads for example more weekend breaks Health and welfare for example binge drinking and the rise in vegetarianism Buying patterns Attitudes to environmental issues Ethical issues Other current social trends
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	For a response which names some social trends which are influencing the preparation and service of food and drink, for example ageing population or rise in vegetarianism
2	4-6	An answer which covers some of the social trends in some depth or covers many social trends to a lesser depth for example, more clients requiring healthy lifestyles has led to an increase in healthy alternatives and vegetarian dishes on menus.
3	7-8	An answer which covers the social trends with an explanation in some depth. Examples of trends to be included are, changes in disposable income; ageing population; changing occupations; fashions; health/welfare; ethical issues; religious factors.

Question Number		Indicative content
4		Food trends for example healthy eating, Asian cuisine Demand for luxury/boutique accommodation Demand for budget hotels Market forces Globalisation 24-hour drinking
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	For identifying some customer expectations which have changed and affect the hospitality industry in some way. For example stating that nowadays customers expect rooms with ensuite bathroom, and with a television.
2	4-6	For giving some analysis of the customer expectations from a range of expectations. For example, customers have higher expectations of hotel accommodation as a result of overseas travel, they may well require ensuite facilities and avoid hotels which are not prepared to provide these as standard.
3	7-8	For giving analysis of many customer expectations. For example customer expectations for ensuite facilities, television and entertainment centres in room, wi-fi, à la carte menus with vegetarian choices, choice of full English or light breakfast, non-alcoholic drinks available in bars.

Question Number	Answer	Total Mark
5(a)	<p>1 mark each role identified to a maximum of 4 marks</p> <p>Restaurant sector operative role: Waiter/ess Barman/maid Sommelier/wine waiter/butler Wash up staff Receptionist</p> <p>Restaurant sector management role: Food and Beverage Manager Head waiter Restaurant Manager</p> <p>Hospitality services sector operative role: the following Chef/cook Room maid Cleaning staff Wash up staff Kitchen porter Waiter/ess Counter service assistant Cashier</p> <p>Hospitality services sector management role: Head housekeeper Bursar Head chef/cook Restaurant manager General Manager</p>	4

Question Number	Answer	Total Mark
5(b)	<p>1 mark for each responsibility described to include main tasks and responsibilities to a max of 4 x 2</p> <p>Eg Waiter - prepares restaurant for service (1), greets and seats clients (1), takes orders and serves food using appropriate social skills (1), gives clients their bill (1) and uses selling skills (1). Max 4 marks</p> <p>Eg Restaurant Manager - forward planning of resources (1), staffing and marketing (1), responsibility for the health, safety and security of customers, staff and the premises (2) Max 4 marks</p>	8

Question Number	Answer	Total Mark
6(a)	<p>1 mark each relevant point to a maximum of 5 marks</p> <p>eg The Commis Chef would need to seek promotion to head chef (1) and may need to supplement his/her qualifications to take on a more managerial role (1), such as executive head chef or food and beverage manager (1). The restaurant manager would need to gain experience in order to seek a food and beverage manager's post (1) and continue to a general manager position (1)</p>	5

Question Number	Answer	Total Mark
6(b)	<p>1 mark for each relevant point to a maximum of 5 marks</p> <p>eg Job roles are normally non-trained positions (1), such as kitchen porters (1), or in a relevant establishment room maids or waiters (1), whereas career opportunities are where a person seeks a job as a stepping stone to a better career (1), for example a waiter might seek promotion to head waiter (1), and continue to restaurant manager (1)</p>	5

Question Number		Indicative content
7		Primary research to include questionnaire, interviews Secondary research to include examples from newspapers; textbooks; British Hospitality Association annual report; trade magazines; appropriate websites
Level	Mark	Descriptor
0	0	No rewardable material
1	1-4	For an identification of primary and secondary research methods which could be used in this situation. For example, primary research could include a questionnaire for clients and secondary research could include examining the menus that other establishments are using, as published in the catering press.
2	5-8	For analysing how some primary and secondary research could be used to identify new markets. For example, primary research like a questionnaire to customers could be used to identify what current customers really feel about the services in the hotel and what could be done to improve this and secondary research could be used to find out what clients of a particular age group would require from a hotel (businessmen would need wi-fi), this research could be found in trade journals
3	8-10	For analysing a number of primary and secondary research techniques and sources that could help provide the information to help to improve the financial position of the business. Sources might include hospitality industry representatives, Magazines, websites, trade journals, statistical information, interviews, questionnaires and suitable alternatives.