

Mark Scheme

Principal Learning

**Hospitality
(HO101/01)**

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, ie 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.

Using the mark scheme

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing candidates to be rewarded for answers showing correct application of principles and knowledge. Examiners should therefore read carefully and consider every response: even if it is not what is expected it may be worthy of credit.

The mark scheme gives examiners:

- an idea of the type of response expected
- how individual marks are to be awarded
- the total mark for each question
- examples of responses that should NOT receive credit.

/ means that the responses are alternatives and either answer should receive full credit.

() means that a phrase/word is not essential for the award of the mark, but helps the examiner to get the sense of the expected answer.

Phrases/words in **bold** indicate that the meaning of the phrase or the actual word is **essential** to the answer.

ecf/TE/cq (error carried forward) means that a wrong answer given in an earlier part of a question is used correctly in an answer to a later part of the same question.

Candidates must make their meaning clear to the examiner to gain the mark. Make sure that the answer makes sense. Do not give credit for correct words/phrases which are put together in a meaningless way. Answers must be in the correct context.

Question Number	Question	Mark
1	List four types of businesses within the hospitality industry	
	Correct Answer	
	Award 1 mark for each business within the hospitality industry up to a maximum of 4 marks, for example hotels; restaurants; pubs, bars and nightclubs; contract food service providers/hospitality services; membership clubs; events management.	(4)

Question Number	Question	Mark
2(a)	Identify three features of a budget hotel.	
	Correct Answer	
	Three features of a budget hotel include: <ul style="list-style-type: none"> • provides basic facilities (1 mark) • is designed to provide overnight accommodation (1 mark) • has a 'value for money' price (1 mark) • may not have catering facilities (1 mark). Award marks for other suitable responses.	(3)

Question Number	Question	Mark
2(b)	Identify three types of organisation that a contract catering company might provide services for.	
	Correct Answer	
	Award marks up to a maximum of 3 marks. Examples of establishments that make use of contract catering services are: <ul style="list-style-type: none"> • hospitals (1 mark) • schools (1 mark) • entertainment venues (1 mark) • large public sector organisations (1 mark). Award marks for other suitable responses.	(3)

Question Number	Question	Mark
3	Identify four features of a bed and breakfast business from the list below.	
	Correct Answer	
	Award 1 mark for each correctly identified item, up to a maximum of 4 marks. <ul style="list-style-type: none"> • Small number of bedrooms (1 mark) • Comfortable but limited facilities (1 mark) • Food offered – breakfast and possibly evening meal (1 mark) • Individually decorated and furnished rooms (1 mark). Award marks for other suitable responses.	(4)

Question Number	Question				
4	<p>a) Identify three needs that the Jones family may have when staying in a hotel.</p> <p>b) Describe how the hotel could meet each of the needs you identified in (a) through their products or services.</p>				
	<table border="1"> <thead> <tr> <th>Correct Answer</th> <th>Mark</th> </tr> </thead> <tbody> <tr> <td> <p>Award 1 mark for each need listed and 1 mark for the description of how each product or service would meet the needs of the family up to a maximum of 6 marks.</p> <p>Need: Food that would appeal to children (1 mark). How need could be met: Hotel could offer a children's menu (1 mark).</p> <p>Need: Need to keep children entertained (1 mark). How need could be met: Hotel could provide children's toys for hire/games console in room/inside or outside play area (1 mark).</p> <p>Need: The parents may like the opportunity to eat or drink elsewhere, possibly in the hotel restaurant (1 mark). How need could be met: Hotel could provide a babysitting service (1 mark).</p> <p>Award marks for other suitable responses.</p> </td> <td> <p>(2)</p> <p>(2)</p> <p>(2)</p> </td> </tr> </tbody> </table>	Correct Answer	Mark	<p>Award 1 mark for each need listed and 1 mark for the description of how each product or service would meet the needs of the family up to a maximum of 6 marks.</p> <p>Need: Food that would appeal to children (1 mark). How need could be met: Hotel could offer a children's menu (1 mark).</p> <p>Need: Need to keep children entertained (1 mark). How need could be met: Hotel could provide children's toys for hire/games console in room/inside or outside play area (1 mark).</p> <p>Need: The parents may like the opportunity to eat or drink elsewhere, possibly in the hotel restaurant (1 mark). How need could be met: Hotel could provide a babysitting service (1 mark).</p> <p>Award marks for other suitable responses.</p>	<p>(2)</p> <p>(2)</p> <p>(2)</p>
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5	Give four special dietary needs that a restaurant should consider when designing its menu.				
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Question Number	Question	Mark
6	List the products or services that a hotel can offer to meet the following needs of business customers.	
	Correct Answer	Mark
	Award 1 mark for each point. Business customer needs 1. Email/computer/telephone (1 mark) 2. Car parking/secure parking/valet parking (1 mark) 3. Conference room/meeting room/restaurant/bar (1 mark).	(3)

Question Number	Question	Mark
7	You have been asked to plan your company's Christmas party at a local hotel. Identify three products or services that you would expect the hotel to offer for a Christmas party.	
	Correct Answer	Mark
	Award 1 mark for each point, up to a maximum of 3 marks. Potential products or services for a company Christmas party: 1. Entertainment eg live music/comedy act (1 mark) 2. Set Christmas menu (1 mark) 3. Drinks included in the set price (1 mark) 4. Help with arranging transport (1 mark) 5. Discount on room rate if people want to stay the night (1 mark). Award marks for other suitable responses.	(3)

Question Number	Question	Mark
8	From the list below select two features that may be found in a café and two different features that may be found in a fine dining restaurant.	
	Correct answer	Mark
	Award up to 2 marks for correctly identifying features of a fine dining restaurant and up to 2 marks for features of a cafe. Features of a fine dining restaurant: 1. Silver service (1 mark) 2. A la carte menu (1 mark) 3. Ability to reserve a table (1 mark) Features of a cafe: 1. Low prices (1 mark) 2. Menu of light meals/snacks (1 mark).	(4)

Question Number	Question	
9(a)	Explain what is meant by customer service.	
	Correct Answer	Mark
	<p>Award 1 mark for each correct point made, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • One of the main aims of customer service is to ensure that the product or service provided meets or exceeds customer expectations (1 mark) • To ensure customers are well looked after (1 mark) • To ensure that customers get what they pay for - value for money (1 mark) • To ensure that customers get what they ordered (1 mark). <p>Award marks for other suitable responses.</p>	(2)

Question Number	Question	
9(b)	Identify three costs for a high quality hospitality business from providing good customer service.	
	Correct Answer	Mark
	<p>Award 1 mark for each point made up to a maximum of 3 marks. Examples include:</p> <ul style="list-style-type: none"> • Cost of staff training (1 mark) • Number of staff required (1 mark) • Cost of staff recruitment (1 mark) <p>Award marks for other suitable responses.</p>	(3)

Question Number	Question	
9(c)	Describe how a member of staff in a restaurant might provide good customer service	
	Correct Answer	Mark
	<p>Award 1 mark for identifying a potential customer need and 1 mark for describing how an employee could meet that need, up to a maximum of 2 marks. Answers could include:</p> <ul style="list-style-type: none"> • The employee provides clear and accurate information (1 mark) to a customer enquiring about the restaurant's hours of business (1 mark) • The employee correctly takes the order for a meal (1 mark) for a customer requiring a wheat-free meal (1 mark) • The employee deals with a request for a refund in a polite and courteous way (1 mark) from a customer who has complained about the quality of the food (1 mark). <p>Award marks for other suitable responses.</p>	(2)

Question Number	Question	
9(d)	<p>Read the following scenario.</p> <p><i>A group of four customers in a restaurant had to wait over an hour for their main course to be served after ordering their food. When the food did arrive one of the dishes was wrong.</i></p> <p>Explain what effect this level of service could have on the hospitality business.</p>	
	Correct Answer	Mark
	<p>Award 1 mark for each point made up to a maximum of 4 marks. The possible effects of providing such poor customer service include:</p> <ul style="list-style-type: none"> • the restaurant will develop a bad reputation through word of mouth (1 mark) which will lead to lower sales (1 mark) • this will lead to the loss of the restaurant's existing customers (1 mark) if the restaurant cannot be relied upon for good customer service existing customers may choose to stay away (1 mark) • unhappy customers may refuse to pay (1 mark) • fewer customers through a lack of repeat business, and/or bad reviews (1 mark) • this restaurant will find it harder to compete with other restaurants in the area (1 mark). <p>Award marks for other suitable responses.</p>	(4)