

Mark Scheme

Principal Learning

Hospitality
(H0201/01)

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	
1(a)	<p>After 1 July 2007, a number of pubs in the UK closed due to a decline in drink sales.</p> <p>State three factors which could have contributed to the decline of drinks sales in UK pubs.</p>	
	Correct Answer	Mark
	<p>Possible factors for the decrease in the number of pubs in the UK are:</p> <ul style="list-style-type: none"> • higher costs – brewers have raised their beer prices to keep pace with increases in the cost of hops and other ingredients (1 mark) • cut-price promotions in many supermarkets have encouraged drinking at home (1 mark) • government increase in the excise duty on alcohol has increased the overall price to customers therefore lowering sales (1 mark) • implementation of a smoking ban in UK pubs might have caused smokers to stay away from pubs/drink at home instead (1 mark) • increased awareness of the health issues associated with alcohol consumption could have resulted in a decline in sales (1 mark). <p>Award 1 mark for each point made up to a maximum of 3 marks. Award marks for other suitable responses.</p>	(3)

Question Number	Question	
1(b)	<p>List three actions that a fast food outlet could adopt in response to the growth in demand for healthy eating.</p>	
	Correct Answer	Mark
	<p>Correct actions are:</p> <ul style="list-style-type: none"> • development of new fast food products with healthy ingredients (1 mark) • use of different cooking methods (grilling rather than frying) (1 mark) • promotion of fast food products with healthy ingredients (1 mark) • adjust the size of the portions for eg chips and items with high sugar content (1 mark) • reduce salt and/or sugar in dishes (1 mark) • promote the benefits of eating well (1 mark) • price healthy food attractively to encourage take up by customers (1 mark). <p>Award 1 mark for each correctly identified action up to a maximum of 3 marks.</p> <p>Award marks for other suitable responses.</p>	(3)

Question Number	Question		
2(a)	Explain why contract food service provision is a popular way of providing a service to clients.		
	Correct Answer		Mark
	<ul style="list-style-type: none"> • Can be a cost efficient way of providing a service - reduces costs (1 mark) • Takes less management time for the company buying the service (1 mark). They can concentrate on running their own business (1 mark) • Catering is a difficult area to manage without expertise (1 mark) • High quality service can be provided quickly - good brand image (1 mark) • Contract food service provider will have good knowledge and skills (1 mark) • Contract food service provider will provide their own staff, which is traditionally a problem area (1 mark). <p>Award 1 mark for each correctly identified way up to a maximum of 3 marks.</p> <p>Award marks for other suitable responses.</p>		(3)

Question Number	Question		
2(b)	In 2006 the UK restaurant industry employed the largest number of people of any hospitality sector. Explain how the restaurant industry contributes to the UK economy.		
	Correct Answer		
	<p>The restaurant sector contributes to the UK economy in the following ways:</p> <ul style="list-style-type: none"> • over a third of staff are under 25 years of age - so it provides employment for the younger age group • through income tax (taken off pay) the employee contributes to government revenue • through VAT on sales and services • provides invisible exports - monies spent by overseas tourists • provides a service or amenities for the local community • provides business for food and drink suppliers/producers and growers when restaurants make purchases. 		
Level	Mark	Descriptor	
1	1-3	Brief references made to the ways in which it contributes. Explanations not developed.	
2	4-6	Some identification and explanation of ways in which the restaurant industry contributes to the UK economy. Limited arguments are developed with quite good knowledge and understanding demonstrated.	
3	7-8	Explanations are clear, well reasoned and fully developed and demonstrate good knowledge and understanding of the contribution to the UK economy.	

Question Number	Question	
3	<p>The number of visits from overseas residents to the UK is rising, while UK residents are taking fewer long holidays in their own country.</p> <p>Analyse the likely responses of the UK hospitality industry to these changing trends.</p>	
Correct Answer		
<p>Examples of likely responses to these changes include:</p> <ul style="list-style-type: none"> • need to promote services and facilities to overseas visitors, as the number of visits from overseas visitors is rising • need to tailor products and services offered to the needs of overseas visitors (primarily Europeans), as well as UK residents • UK residents are less likely to take long breaks in the UK, whereas short breaks are becoming increasingly popular, so promotion of short breaks is likely to be more effective • special offers such as a free night's accommodation to encourage taking of longer breaks. 		
Level	Mark	Descriptor
1	1-2	Brief reference made to likely responses of UK hospitality industry. Analysis is brief, undeveloped and shows only basic understanding of the issues.
2	3-4	Analysis of likely responses demonstrates some knowledge and understanding of the issues faced by the UK hospitality industry but is not always fully developed.
3	5-6	Clear analysis is demonstrated along with good knowledge and understanding of likely responses. The reasoning behind them is fully developed.

Question Number	Question	
4	<p>Explain why quick service restaurants may sell more meals than other sectors of the hospitality industry, using the data from Tables 1 and 2.</p>	
Correct Answer		
<p>Demand for food and drink in quick service restaurants may be higher than for other hospitality sectors as a quick service meal costs on average £4.38, compared with £10.42 for a restaurant meal. This is a reflection also that eating habits have changed over the last few years and 'grazing' is now common place.</p> <p>A lower price may have created more demand as quick service restaurants have sold more meals than other sectors within the hospitality industry. The average price a quick service restaurant charges has stayed constant since 2004, while the prices of other sectors within the hospitality industry have increased slightly.</p>		
Level	Mark	Descriptor
1	1-2	Explanations are brief and undeveloped, with no or limited use of information/data from Tables 1 and 2.
2	3-4	Explanations show some understanding of the levels of demand for quick service restaurants, with some use of pertinent information/data from Tables 1 and 2, although both tables may not be used fully.
3	5-6	Clear explanations given showing good understanding of the reasoning behind the high sales for quick service, with good use of pertinent information/data from Tables 1 and 2.

Question Number	Question	
5	State three job roles in the hospitality services industry.	
	Correct Answer	Mark
	<p>Job roles in the hospitality services sector could be from the following:</p> <ul style="list-style-type: none"> • General managers • Managers • Supervisors • Housekeepers • Cleaners • Chefs • Receptionists • Restaurant staff • Bar staff • Conference and events coordinator • Housekeeping. <p>Award 1 mark for each correctly identified role, up to a maximum of 3 marks.</p>	(3)

Question Number	Question	
6	Outline four responsibilities of a chef.	
	Correct Answer	Mark
	<p>The main responsibilities of a chef in a restaurant are:</p> <ul style="list-style-type: none"> • ordering the correct quantities and items of stock (1 mark) • rotating stock so that the oldest items are used first • ensuring high standards of hygiene while undertaking food preparation and cooking (1 mark) • maintaining accuracy in measuring ingredients and portion sizes (1 mark) • cooking food items to a satisfactory standard (1 mark) • presenting food ready to be served and eaten (1 mark) • planning a balance of dishes on a menu to meet customer requirements (1 mark). <p>Award 1 mark for each responsibility identified up to a maximum of 4 marks.</p> <p>Award marks for other suitable responses.</p>	(4)

Question Number	Question	
7(a)	<p>According to the British Hospitality Association's <i>Trends and Statistics Report 2007</i>, there was significant growth in the hotel industry in 2006. This expansion was led by budget hotel groups. 5375 out of 8500 new hotel rooms opened in England during this time were in budget hotels.</p> <p>Identify three factors that a young person starting their career in the hotel industry should know about working in a budget hotel.</p>	
	Correct Answer	Mark
	<p>Budget hotels:</p> <ul style="list-style-type: none"> • most budget hotels will offer extensive company training - this would be attractive to someone starting their career (1 mark) • budget hotels offer flexibility to move into other roles (1 mark) • there are more budget hotels than any other hotel sector - more career opportunities available in the budget sector (1 mark) • number of budget hotels opening is rapidly growing, increasing job opportunities (1 mark) • some hotels are regionally based. Job opportunities available across the country (not London-centric) (1 mark). <p>Award 1 mark for each career fact identified, up to a maximum of 3 marks.</p> <p>Award marks for other suitable responses.</p>	(3)

Question Number	Question	
7(b)	<p>Identify three differences between working in luxury hotels and budget chain hotels in terms of career opportunities.</p>	
	Correct Answer	Mark
	<p>Differences:</p> <ul style="list-style-type: none"> • Limited number of luxury hotels to work in compared to budget hotels (1 mark) • High demand for the opportunity to work in a five star, boutique or luxury hotel due to reputation, so lots of competition for jobs (1 mark) • May have a tendency for unsocial/long hours in five star, boutique or luxury hotels when compared to budget hotels (1 mark) • May be a lack of promotion/opportunities in five star, boutique or luxury hotels (1 mark) • Opportunities to work abroad in the luxury end of the market (1 mark) • May be more training opportunities in the luxury end of the market due to the standards demanded (1 mark). <p>Award 1 mark for each difference identified, up to a maximum of 3 marks.</p> <p>Award marks for other suitable responses.</p>	(3)

Question Number	Question	
8	Explain why the skills that you would learn working as a hotel manager could be transferable to other industries.	
	Correct Answer	
	<p>Examples include:</p> <ul style="list-style-type: none"> • Communication skills - required for being a manager in any industry • Ability to make quick decisions - useful ability in emergencies or where you have to take control • Numerical and planning skills - useful in the financial industry or when managing a project • Ability to manage customer and business priorities - essential for any profit-making business • People management skills - delegation of tasks and supervisory skills required in hotel management are transferable to any industry. <p>Award marks for other suitable responses.</p>	
Level	Mark	Descriptor
1	1-3	Explanations are brief and undeveloped, with no or limited understanding of the skills required as a hotel manager and how these would be transferable to other industries.
2	4-6	Explanations show some understanding of the skills required as a hotel manager. Some explanation of how these would be transferable to other industries but this is not developed fully.
3	7-8	Clear explanations given showing good understanding of the skills required as a hotel manager with clear and developed explanation of how these skills would be transferable to other industries.