



**General Certificate of Secondary Education
January 2019**

Hospitality

Unit 1: The Hospitality Industry

[GHP11]

WEDNESDAY 23 JANUARY, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria that they should apply in allocating marks to the candidates' responses.

Assessment objectives

Below are the assessment objectives for GCSE Hospitality.

Candidates must:

- recall, select, and communicate their knowledge and understanding specified in the subject content (AO1);
- apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks (AO2); and
- analyse and evaluate information, sources and evidence, make reasoned judgements and present conclusions (AO3).

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark scheme

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the “best fit” bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates’ responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic

Level 2: Quality of written communication is competent

Level 3: Quality of written communication is highly competent

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

AO1

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Competent): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (Highly competent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a high standard and ensure that meaning is clear.

1 The hospitality industry is linked with many other industries.

Write down **two** different outlets for each industry. (AO1)

Industry	Outlet
Education	<ul style="list-style-type: none"> • School canteen • University cafeteria • Further Education college snack bar
Health	<ul style="list-style-type: none"> • Hospital canteen • Health Centre vending machine • Doctor Surgery coffee kiosk
Travel	<ul style="list-style-type: none"> • Airport restaurant • Train Station cafe • Bus Station vending machine • Ferry Terminal coffee shop
Tourism	<ul style="list-style-type: none"> • Visitors Centre cafe • Museum coffee shop • Leisure Centre canteen • Forest Park kiosk

All other valid points will be given credit.
(8 × [1])

[8]

8

2 Large hotels provide guests with a wide range of products and services.

Write down **three** types of food service a guest could expect. (AO1)

- Table service
- Buffet service
- The Gueridon service system
- Carvery service
- Seated counter service

All other valid points will be given credit.
(3 × [1])

[3]

3

3 Hotels are divided into various departments and employ a range of trained and untrained staff.

AVAILABLE
MARKS

(a) Complete the table below to identify either the job level or job title for kitchen staff in a large hotel. (AO1)

Job level	Job title
Management	• Head Chef
Supervisory	• Sous Chef
Operative	• Kitchen Porter

All other valid points will be given credit.

(3 × [1])

[3]

(b) Explain **three** benefits of the 'off-job' method of training. (AO1, AO2)

- Trainee staff learn industry methods and have a better knowledge of hotel procedures
- Trained by professional people who have specialised expertise
- Trainee will receive an external qualification that is transferable to other organisations
- Fewer mistakes for the organisation to put right thus allowing management to continue with running of organisation
- Trainee gets the opportunity to meet new people and networks for the future
- Less time required by hotel staff to train new members of staff so they can complete their own work efficiently.

[1] mark for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

9

4 Each member of staff in a hotel has specific duties and roles to carry out. (AO1, AO2)

AVAILABLE
MARKS

Explain the role of a:

(a) Sous Chef

- Responsible for production of all areas of kitchen to ensure staff know individual responsibilities
- Takes command if head chef is not available so kitchen continues to run smoothly
- Responsibility for monitoring work of junior members of staff.

(b) Kitchen Porter

- Assisting the chefs in the kitchen by preparing various ingredients required for meals
- Uploading deliveries of ingredients and placing them in the correct storage area
- Washing and disinfecting kitchen surfaces and appliances to kill bacteria
- Removing and recycling waste in the kitchen to reduce the risk of cross contamination.

(c) Waiter/Waitress

- Advises customers on the ingredients in dishes on the menu to help customer make an informative choice
- Takes customers food and/or drinks order to allow dishes to be prepared
- Sets and clears tables before and after use to maintain positive image of hotel
- Serves food and beverages to ensure customer satisfaction.

(d) Receptionist

- Takes reservations from guests personally or on telephone to meet their needs
- Finalises bills and processes payments from guests when checking out of hotel to keep records correct
- Checks guests in and out of hotel to allow reservations to be monitored by management
- Provides information to guests about activities/facilities within the hotel to encourage guests to use the hotel.

All other valid points will be given credit.

[1] mark for keyword or phrase

[1] for elaboration or examples

(4 × [2])

[8]

8

		AVAILABLE MARKS
<p>5 The Regulation Reform (Fire Safety) Order, 2005, requires businesses to put fire precautions in place.</p> <p>(a) Write down two types of fire-fighting equipment a business could purchase. (AO1)</p> <ul style="list-style-type: none"> • Fire Extinguishers • Fire blankets • Sprinkler systems • Hose reels <p>All other valid points will be given credit. (2 × [1])</p> <p>(b) Explain three procedures that should be followed when dealing with a fire in the kitchen. (AO1, AO2)</p> <ul style="list-style-type: none"> • Sound the fire alarm so all staff and customers are aware of the situation • Contact the fire brigade to get assistance from trained professionals • Turn off gas and electrical supplies to reduce the risk of explosion • Close all doors and windows to help contain the fire • Evacuate the building using designated evacuation routes to ensure individual's safety • Remain at evacuation point until told otherwise by fire brigade to reduce the risk of harm occurring. <p>All other valid points will be given credit. [1] mark for keyword or phrase [1] for elaboration or examples (3 × [2])</p>	<p>[2]</p> <p>[6]</p>	8
<p>6 Hotels can create a positive image through the standard of facilities.</p> <p>(a) Write down four other ways a hotel can create a positive image. (AO1)</p> <ul style="list-style-type: none"> • Corporate image • Appearance of staff • Hygiene of staff • Attitude with customers <p>(4 × [1])</p> <p>(b) Explain three benefits to the business of creating a positive image for the hotel. (AO1, AO2)</p> <ul style="list-style-type: none"> • Fewer complaints from customers so less time required to handle and resolve customer complaints • Satisfied customers are more likely to return, therefore generating more profit for business • Lower staff turnover resulting in recruitment costs/training costs being reduced • Improved reputation of the business leading to new customers and raised client profile • Possible expansion of outlet to cope with increased demand. <p>All other valid points will be given credit. [1] mark for keyword or phrase [1] for elaboration or examples (3 × [2])</p>	<p>[4]</p> <p>[6]</p>	10

7 Quality customer care is important in the hospitality industry.

AVAILABLE
MARKS

Explain **three** ways quality customer care will benefit the employee. (AO1, AO2)

- Feeling of job satisfaction therefore raising individual's self-esteem
- Job will seem easier to carry out as there will be fewer complaints from customers and senior staff
- Receive tips from customers as a thank you for high quality service, which will encourage the employee to keep up performance
- Job security for employee giving the employee financial security
- Promotion opportunities for employee as a reward for quality service
- Good working atmosphere as fewer staff will be complaining about customers, duties etc.
- Customers will be pleasant and friendly, creating a pleasant atmosphere.

All other valid points will be given credit.

[1] mark for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

6

8 A group of French students are staying in a hostel as part of their school trip to Northern Ireland. One of the French students has a food intolerance.

AVAILABLE
MARKS

(a) Explain the term food intolerance. (AO1, AO2)

- Difficulty digesting certain foods and having an unpleasant physical reaction to this type of food
- Causes symptoms such as bloating and stomach pain, which usually develop after consuming the food.

All other valid points will be given credit.

[1] mark for keyword or phrase

[1] for elaboration or examples

(1 × [2])

[2]

(b) Explain the term anaphylaxis. (AO1, AO2)

- Anaphylaxis is a life threatening reaction as a result of an allergy to food. It usually results in swelling of the windpipe so the person cannot breathe.

All other valid points will be given credit.

[1] mark for keyword or phrase

[1] for elaboration or examples

(1 × [2])

[2]

(c) Explain **three** dietary factors the head chef will consider when planning a suitable menu for the students.

- Understand the importance of preparing healthy meals to ensure students receive a balanced diet whilst staying at hotel
- Prior knowledge of student with a food intolerance to allow chef to modify ingredients or dishes to prevent student becoming ill
- Have an awareness of food trends and influences to satisfy the needs of the students
- Knowledge of special diets, e.g. vegetarians to reduce waste of ingredients and satisfy student's requirements.

All other valid points will be given credit.

[1] mark for keyword or phrase

[1] for elaboration or examples

(3 × [2])

[6]

10

9 Discuss ways Front Office staff in a hotel can meet customer needs and expectations. (AO2, AO3)

- Offering value for money by promoting products and services
- Reliable service provided by staff to minimise guest inconvenience
- Provision of information to allow guests to make informed choices about the services and facilities available in the hotel
- Offer help and guidance when required to guests to improve guest impression
- Deal with issues/complaints effectively to maintain guest satisfaction
- Display a range of good communication skills to make guests feel welcome
- Attentive staff to make guests feel valued.

[0] is awarded for a response not worthy of credit.

Level 1 ([1]–[3])

Overall impression: Basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusions. Quality of written communication is basic. The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Overall impression: Competent

Identifies and comments satisfactorily on some relevant points. Draws some reasonable conclusions. Quality of written communication is competent. The candidate makes a reasonable selection and use of appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: Highly Competent

Good range of well explained appropriate points. Draws valid conclusions. Quality of written communication is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is an extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear.

[9]

AVAILABLE
MARKS

9

10 Evaluate the practice of hotels placing complimentary products in guests' bedrooms. (AO3)

AVAILABLE MARKS
9
80

Advantages:

- Products free for the guest to take away
- Free advertising for the hotel if the hotel's name and logo is on them
- Convenient for guest to use
- Creates a strong corporate image
- Makes the guest stay more pleasurable
- Guests may feel valued if they receive complimentary products
- May encourage repeat or new bookings.

Disadvantages:

- If products are a poor quality they may reflect negatively on the hotel
- Expensive to replace
- Expensive to refill
- Environmental issues due to over use of plastic containers/sachets
- Guests may not value the product
- May encourage theft of other products in the hotel bedroom or en-suite.

Level 1 ([1]–[3])

Overall impression: Basic

Identifies and comments briefly on some relevant points. Makes some comments in conclusions. Quality of written communication is basic. The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Overall impression: Competent

Identifies and comments satisfactorily on some relevant points. Draws some reasonable conclusions. Quality of written communication is competent. The candidate makes a reasonable selection and use of appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear. If candidate only identifies either positive or negative points, can only be awarded mark in Level 2.

Level 3 ([7]–[9])

Overall impression: Highly Competent

Good range of well explained appropriate points, including positive and negative. Draws valid conclusions. Quality of written communication is highly competent. The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is an extensive and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear.

[9]

Total