



Rewarding Learning

General Certificate of Secondary Education  
2019

Centre Number

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Candidate Number

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# Hospitality

Unit 2  
Hospitality and the Customer



\*GPT21\*

[GPT21]  
TUESDAY 11 JUNE, MORNING

### TIME

1 hour.

### INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.  
Write your answers in the spaces provided in this question paper.  
Answer **all six** questions.

### INFORMATION FOR CANDIDATES

The total mark for this paper is 65.  
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.  
Quality of written communication will be assessed in Question 6.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	
<b>Total Marks</b>	

1 (a) Write down **five** products a guest may find in a 4-star hotel bedroom.

1. \_\_\_\_\_ [1]

2. \_\_\_\_\_ [1]

3. \_\_\_\_\_ [1]

4. \_\_\_\_\_ [1]

5. \_\_\_\_\_ [1]

(b) Explain **three** services that a hotel could provide to meet the needs of a non-English speaking guest.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

(c) Write down **two** ways a hotel could meet the needs of an elderly couple.

1. \_\_\_\_\_ [1]

2. \_\_\_\_\_ [1]

Examiner Only

Marks Remark

(d) Explain **one** advantage and **one** disadvantage of social media sites posting hotel reviews.

Advantage

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[2]

Disadvantage

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[2]

Examiner Only	
Marks	Remark

2 A room attendant has been asked for additional towels in a bedroom by a guest.

(a) Write down **three** ways the room attendant's attitude can promote a positive image to the guest.

1. \_\_\_\_\_ [1]

2. \_\_\_\_\_ [1]

3. \_\_\_\_\_ [1]

(b) Explain **three** benefits of a hotel using a company logo throughout the hotel.

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ [2]

2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ [2]

3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ [2]

(c) Describe the term customer loyalty card.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ [2]

Examiner Only	
Marks	Remark

3 A new coffee shop is opening in your area.

(a) Write down **four** ways it could advertise its products and services.

1. \_\_\_\_\_ [1]

2. \_\_\_\_\_ [1]

3. \_\_\_\_\_ [1]

4. \_\_\_\_\_ [1]

(b) Describe **two** promotional activities that may be used to attract local customers to the coffee shop.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

Examiner Only

Marks

Remark

4 (a) Describe **three** ways a hotel could encourage business people to stay.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

A restaurant wishes to sponsor its local football team.

(b) Describe what may be involved in this sponsorship deal.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

Examiner Only	
Marks	Remark

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**(Questions continue overleaf)**

5 (a) Explain **three** ways general managers of large hotels could communicate effectively with staff during a meeting.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

Examiner Only	
Marks	Remark



(b) Describe **three** ways a receptionist could greet a new guest to make them feel welcome.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

Examiner Only	
Marks	Remark



Lined writing area with 20 horizontal lines.

Examiner Only	
Marks	Remark

[9]

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**THIS IS THE END OF THE QUESTION PAPER**

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