

GCSE

Hospitality

Single Award

January 2009

Mark Scheme

Issued: April 2009

**NORTHERN IRELAND GENERAL CERTIFICATE OF SECONDARY EDUCATION (GCSE)
AND NORTHERN IRELAND GENERAL CERTIFICATE OF EDUCATION (GCE)**

MARK SCHEMES (2009)

Foreword

Introduction

Mark Schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of 16- and 18-year-old students in schools and colleges. The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes therefore are regarded as a part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

The Council hopes that the mark schemes will be viewed and used in a constructive way as a further support to the teaching and learning processes.

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Rewarding Learning

General Certificate of Secondary Education

January 2009

Hospitality

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Unit 1: Hospitality and the Customer

[GSL11]

WEDNESDAY 14 JANUARY, AFTERNOON

**MARK
SCHEME**

- 1 (a) Job advertisement, experience for post of Duty Manager.
 • Minimum 2 years supervisory experience in the Catering and Licensed Trade.
 (1 × [1]) [1]
- (b) What is meant by “full training will be provided”.
 • This means “on job” or “off job” training/participating in training programme will be given to the successful applicant.
 • “On-job” training means the employee will be working for the business while being trained.
 • “Off-job” training means the employee will be trained off site.
 [1] for keyword/phrase
 [2] for further explanation
 Any other valid alternative
 (1 × [2]) [2]
- (c) Advantages for hotel of “on-job” training:
 • Hotel continues to have access to trainer for work.
 • Hotel can have trainee trained to exact standards of hotel.
 • If hotel internal trainer is used there may be no additional costs.
 • Timing of training can be chosen to suit the needs of the hotel.
 • Could be used as personal development for internal trainers.
 • Any other valid alternative focusing on advantages for the hotel.
 (3 × [1]) [3]

6

2 (a)

Outlet	Sector
Hotel Restaurant	Commercial
School Canteen	Catering services
McDonalds Fast Food	Commercial
Hospital Cafe	Catering services

(4 × [1]) [4]

- (b) Difference between “catering services” and “commercial” sectors.
 • With catering services, hospitality is not the main function of the outlet/can be subsidised.
 • With commercial, hospitality is the main function of the outlet/wants to make a profit.

[1] for **one** sector fully explained
 [2] for **both** sector fully explained
 (1 × [2]) [2]

6

3 Front of House/Receptionist

AVAILABLE
MARKS

Level	Job title
Operative	Concierge/Porter/Bell boy Junior Receptionist/Trainee Receptionist
Supervisory	Head/Senior Receptionist Shift leader
Management	Front of House Manager Duty Manager Head/Senior Receptionist

(3 × [1])

[3]

3

4 (a) Write down **three** places the company can use to place job vacancies.

- Internet.
- Health/fitness magazines.
- Web sites.
- Local/national newspaper.
- Job Centre.

Any other valid alternative

(3 × [1])

[3]

(b) Explain **two** possible requirements which may be included in the job description.

- Good communication skills.
- Able to work as part of a team.
- Show initiative.
- Willingness to learn.
- Well presented.
- Willingness to work flexible hours.
- Academic qualifications – Key skills such as English, Maths & ICT.
- Previous experience required.

[1] for identifying relevant requirements

[2] for full explanation

(2 × [2])

[4]

7

5 Hospitality industry links:

Industry	Outlet
Education	Primary schools/Secondary schools Techs/Institutes/University/College
Tourism	Hotels/Bed & Breakfast Hostels/Country House Tourist Information Centre
Health	Hospital/Nursing Home Residential Home/Day Care

(6 × [1])

[6]

AVAILABLE
MARKS

6

6 (a) Explain **two** ways quality customer care benefits customers:

- Feel they can rely on good standards.
- Pleased with good quality service offered.
- Feeling of satisfaction.
- May feel special.
- May feel valued as a customer.
- Feel relaxed.

Any other valid alternative

[1] for keyword/phrase

[2] for further explanation

(2 × [2])

[4]

(b) Explain **two** ways a restaurant may use feedback on customer comment cards:

- To raise standards of service.
- To change procedures.
- To inform management/owner of possible areas needing training.
- To improve products/services offered to customers.
- Useful for staff appraisal purposes.
- To identify problems with customer care.

Any other valid alternative

[1] for keyword/phrase

[2] for fuller explanation

(2 × [2])

[4]

8

- 7 (a) Explain **two** ways to encourage staff to provide excellent customer service:
- Encourage a praise culture.
 - Rewards for staff.
 - Set targets and goals with rewards.
 - Constructive feedback may be encouraged.
- Any other alternative
[1] for keyword/phrase
[2] for fuller explanation
(2 × [2]) [4]
- (b) Explain the term “internal” customer in a heritage visitors’ centre.
- Internal customers: are the staff who work within the outlet. They may be food preparation staff, food service staff, and maintenance staff, guides, receptionists administration. Products/Services may be free/subsidised to them.
- [1] for keyword/phrase
[2] for fuller explanation
(1 × [2]) [2]
- (c) Explain **one** way how the appearance of waiting staff could promote a positive image to customers in a hospitality outlet:
- Neat/tidy clothes or uniform.
 - Clean clothes or uniform demonstrates high standard of hygiene within the outlet.
 - Not wearing too much make-up.
 - Not wearing too much perfume.
 - Not wearing too much jewellery.
 - High standard of personal hygiene.
 - Not chewing gum.
- Any other valid alternative
[1] for keyword/phrase
[2] for full explanation
(1 × [2]) [2]

8

8 (a) Points the manager should discuss with Gillian to ensure she has a memorable day:

- Food requirements including reception on arrival, main meal.
- Special dietary requirements.
- Age range of guests.
- Type of service.
- Drinks to be served.
- Size of room and layout of tables.
- Decorations on tables/room.
- Entertainment.
- Gifts on tables.
- Cake stand etc.
- Number of guests.
- Special licences.
- Photographs.
- Payment of bill.

Any other valid alternative

[1] for keyword/phrase

[2] for fuller explanation

(3 × [2])

[6]

(b) Describe the flow of “self service” in a hospital restaurant:

- Customer lifts a tray.
- Customer selects plate with cold food/drink or customer selects hot meal which could be served by employee/or self service.
- Customer selects hot drinks.
- Customer pays with cash/voucher, swipe card.
- Customer selects cutlery/napkins/condiments
- Customer proceeds to select table.

Correct flow required.

(1 × [4])

[4]

10

AVAILABLE
MARKS

9 Providing quality customer care is very important in the hospitality industry. Discuss how high quality customer care can benefit the outlets' employees:

- Feeling of job satisfaction.
- Job will seem easier.
- Happy to do job.
- Tips from customers.
- Job security.
- Promotion opportunities.
- Better chance of bonus.
- Good working atmosphere.
- Customers will be pleasant.
- High staff morale.

Any other valid alternative

Mark Band 1 ([1]–[3])

Overall impression: basic

- Identifies and comments briefly on some relevant points.

Mark Band 2 ([4]–[6])

Overall impression: adequate to complete

- Identifies and comments on at least 4 points.

Mark Band 3 ([7]–[9])

Overall impression: highly competent to excellent

- Identifies and comments on a range of well explained suggestions.
- Gives full explanation on 5 or more points. [9]

AVAILABLE
MARKS

9

10 Evaluate the practice of printing hotel information on products which are free to customers to remove from a hotel bedroom:

AVAILABLE MARKS

Positive aspects/advantages:

- No need for customers to search for relevant contact information.
- Continual reminder to customer if uses the product often.
- Contributes to the overall advertising policy of the hotel.
- Easily removed and of use in another environment.
- Customers can give products to friends and relatives.
- Easily replaced within hotel budget.
- Products can be sourced to suit hotel's budget.
- Consistency of advertisement within the hotel group.
- Creates a corporate image.
- May encourage repeat/new booking.
- Customers feel valued if they receive a product.

(Any other valid alternative.)

Negative aspects/disadvantages:

- Not all customers will remove the product.
- May be expensive for outlet to produce initially.
- Can be imitated by competitors.
- Customers may not value the product.
- May attract unwanted attention to the outlet.
- May encourage theft of other products in the bedroom.

(Any other valid alternative.)

Mark Band 1 ([1] – [4])

Overall impression: basic

- Identifies and comments briefly on some relevant points
- Makes some comments in conclusion.

Mark Band 2 ([5] – [8])

Overall impression: adequate to complete

- Identifies and comments on some relevant positive and negative points
- Draws some reasonable conclusions.

Mark Band 3 ([9] – [12])

Overall impression: highly competent to excellent

- Range of well explained positive and negative points
- Draws valid conclusions.

If a candidate only provides positive **or** negative answers he/she can only be awarded a maximum of [8].

[12]

12

Total

75

