



Rewarding Learning

**General Certificate of Secondary Education
2022**

Hospitality

Unit 2:

Hospitality and the Customer

[GPT21]

THURSDAY 23 JUNE, 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 which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for Hospitality.

Candidates must:

- AO1** recall, select and communicate their knowledge and understanding of concepts, issues and terminology;
- AO2** apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and
- AO3** analyse and evaluate evidence, make reasoned judgements and present appropriate conclusions.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of 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.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Types of mark schemes

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 in the level 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:

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. 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. 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 widespread and accurate use of appropriate specialist vocabulary. Spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

COVID-19 Context

Given the unprecedented circumstances presented by the COVID-19 public health crisis, senior examiners, under the instruction of CCEA awarding organisation, are required to train assistant examiners to apply the mark scheme in case of disrupted learning and lost teaching time. The interpretation and intended application of the mark scheme for this examination series will be communicated through the standardising meeting by the Chief or Principal Examiner and will be monitored through the supervision period. This paragraph will apply to examination series in 2021–2022 only.

- 1 (a) Write down **three** products a hotel may provide on a bedroom courtesy tray. (AO1)
- Tea
 - Coffee
 - Sugar
 - Milk
 - Biscuits
- All other valid points will be given credit.
(3 × [1]) [3]
- (b) Explain **two** services a hotel could provide for a guest with hearing difficulties. (AO1, AO2)
- Provide a hearing loop system that helps reduce background noise and make hearing aids more effective
 - Provide a vibrating pager to alert the guest in the event of a fire alarm going off
 - Have a member of staff trained to use sign language to communicate directly with the guest
 - Visual notifications when the phone is ringing, or someone is at the door, e.g. a light that signals.
- All other valid points will be given credit
Service identified [1]
Service explained [1]
(2 × [2]) [4]
- (c) Explain **two** ways a hotel could meet a guest's religious beliefs. (AO1, AO2)
- Provide a designated area in the hotel to allow guests to practise their religion
 - Issue guests with a bespoke menu, excluding food and beverages forbidden in their religion
 - Provide wake up calls to ensure the guests do not miss out on their scheduled prayer sessions.
- All other valid points will be given credit
Way identified [1]
Way explained [1]
(2 × [2]) [4]

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2 (a) Write down **three** stages involved when resolving a minor complaint. (AO1)

- Listening
- Apologising
- Solving
- Thanking

(3 × [1])

[3]

(b) Write down **three** ways a concierge can promote a positive image through appearance and hygiene. (AO1)

- Wearing a smart, well-fitting uniform
- Polished shoes
- Good personal hygiene
- Clean hair tied back if necessary
- No overpowering body products
- No offensive piercings or tattoos on display.

All other valid points will be given credit.

(3 × [1])

[3]

(c) Value for money is a customer expectation. (AO1)

Write down **three** other customer expectations.

- Accuracy and reliability
- Information, advice and help
- Problems and complaints dealt with
- Health safety and security.

(3 × [1])

[3]

(d) Describe **two** ways feedback from a mystery customer can benefit a hotel. (AO1, AO2)

- Helps identify areas of weakness which can be targeted in the staff training programme
- The business will get feedback and enable them to improve on any areas highlighted by the mystery customer therefore updating their level of service
- Individual members of staff may be praised in the report so raising morale and loyalty to the hotel.

All other valid points will be given credit

Way identified [1]

Way described [1]

(2 × [2])

[4]

AVAILABLE
MARKS

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- 3 (a) A restaurant is holding a buffet function for a party of 50 people. Explain **one** advantage and **one** disadvantage to the restaurant of providing a buffet meal.

Advantage:

- Food can be prepped in advance so fewer food preparation staff are needed once food has been prepared
- Less stock is required to be purchased for a buffet than for an a la carte menu making it more economical
- Fewer food and beverage staff needed during service, therefore the wages bill will be smaller.

Disadvantage:

- Leftover food must be thrown out increasing waste management in the disposal of food
- People may not enjoy having to queue for food so this may reflect poorly on the hotel, leading to complaints
- Difficult to manage portion control. If some items of food run out it may lead to customer complaints.

All other valid points will be given credit.

Advantage or disadvantage identified [1]

Advantage or disadvantage explained [1]

(2 × [2])

[4]

- (b) Explain **three** ways food service staff can provide good quality customer care for a family with 2 children in a restaurant. (AO1, AO2)

- Welcome the family and seat them in a suitable area so they may all get settled quickly
- Provide children with activities to keep them occupied whilst they wait for their meal
- Explain the specials and menu so that the family may make an informed choice
- Take the order quickly so the children do not get restless while waiting for their food
- Check with the family that they have everything they need so they can continue with their meal
- Interact with the family in a pleasant way to help them relax and enjoy their experience.

All other valid points will be given credit

Way identified [1]

Way explained [1]

(3 × [2])

[6]

10

4 (a) Explain **three** ways a receptionist can demonstrate effective communication skills when talking to a customer on the telephone. (AO1, AO2)

- Sound confident and pleasant when giving the name of the business and their own name when they pick up the telephone, so the customer knows who they are talking to and to create a good impression
- Speak slowly and clearly so they can be understood by the customer
- Repeat all information given by the customer to ensure the information has been recorded correctly
- Ask if there is anything else they can do to help the customer before ending the call to make the customer feel valued.

All other valid points will be given credit

Way identified [1]

Way described [1]

(3 × [2])

[6]

(b) Explain **two** ways a rude employee can impact on a business. (AO3)

- The customer will feel devalued and not return to the outlet and so this will decrease profit
- Customers may tell their friends and so damage the reputation of the business and this may prevent new customers from trying the outlet
- If other guests witness the incident this will increase the number of people experiencing poor quality care and poor reviews may be written on social media
- This may cause friction amongst other members of staff who take pride in their work and may cause staff to apply for other jobs
- Further training may be needed, and this can add unnecessary expense for the hotel.

All other valid points will be given credit

Way identified [1]

Way explained [1]

(4 × [2])

[4]

AVAILABLE
MARKS

10

5 (a) Describe an 'Early bird menu'. (AO1, AO2)

- A menu that is served just before the busy service periods to attract customers into an outlet early. This usually is offered at a reduced price. It may be a restricted menu.

All other valid points will be given credit

Simple description [1]

Description with elaboration or example [1]

(1 × [2])

[2]

(b) Describe the term upselling. (AO1, AO2)

- When an employee persuades a customer or guest to spend more than they had planned by suggesting additional products or services that they may enjoy.

All other valid points will be given credit

Simple description [1]

Description with elaboration or example [1]

(1 × [2])

[2]

(c) Describe **two** promotions a fast food outlet could use to attract new customers. (AO1, AO2)

- Send out vouchers in a flyer giving money off when the voucher is presented in the outlet
- Offer free side dishes when a customer spends a certain amount of money in the outlet
- Have a special BOGOF promotion one day a week
- Introduce a loyalty card system so customers earn points when they spend and receive a free dish when the card is filled.

All other valid points will be given credit

Promotion identified [1]

Promotion described [1]

(2 × [2])

[4]

(d) Explain **two** reasons why TV advertising is used mainly by restaurant chains. (AO1, AO2)

- Producing an advertisement on TV is extremely expensive and it is unlikely that a smaller independent outlet or chain would be able to afford this
- TV advertising is an efficient way to target a wide audience
- They will be able to target their customer base and maximise their budget.

All other valid points will be given credit

Reason identified [1]

Reason explained [1]

(2 × [2])

[4]

AVAILABLE
MARKS

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6 Analyse the importance of marketing in the hospitality industry. (AO3)

- Properly researched and targeted marketing will attract new customers and encourage returning customers
- Carrying out market research will allow outlets to understand what new customers want in their outlet and what existing customers have enjoyed
- Market research with existing customers allows outlets to identify areas for improvement
- Marketing raises brand awareness and by keeping the brand in the customers' thoughts increases the chances of repeat business
- Marketing increases market share ensuring business stability
- Without quality marketing outlets depend on word of mouth and local customers to attract custom
- Using a range of advertising methods will enable a wide audience to be targeted
- Creative promotions can increase business by targeting occasions when an outlet may be quiet

All other valid points will be given credit.

[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. 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 an appropriate form and style of writing. Relevant material is organised with clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Overall impression: Highly Competent

Good range of points which are well explained. 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. Spelling, punctuation and grammar are of a high standard and ensure that the meaning is clear. [9]

Total

**AVAILABLE
MARKS**

9

65