



Rewarding Learning

**General Certificate of Secondary Education
2024**

Hospitality

Unit 2:

Hospitality and the Customer

[GPT21]

FRIDAY 7 JUNE, MORNING

**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.

1 (a) Write down **six** products a guest may find in a 4-star hotel bathroom. (AO1)

- Soap
- Shampoo
- Conditioner
- Shower gel
- Cotton buds
- Tissues
- Body lotion
- Sewing kit.

All other valid points will be given credit.

(6 × [1])

[6]

(b) Explain **three** ways the General Manager of a hotel could ensure the needs of a VIP (Very Important Person) guest are met. (AO1, AO2)

- Additional security staff on duty to ensure guest's safety
- Enhanced complimentary items placed in bedroom to make guest feel special, e.g. flowers, fruit bowl
- Specialised menu tailored for guest to suit their specific dietary requirements
- Mini bar in guest bedroom stocked with their preferred drinks for convenience
- Set times arranged with management staff to allow guest to have private access to leisure facilities to ensure privacy
- Designated member of staff appointed to co-ordinate all aspects of guest's stay to ensure it runs smoothly.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(c) Explain **two** reasons why it is important that a hospitality business keeps a complaints log. (AO1, AO2)

- To keep a record of the types of complaints that occur frequently so that staff training needs may be identified
- To identify customers who complain frequently to handle unjustified complaints
- To provide information for staff during shift changes to ensure all complaints are followed up.

All other valid points will be given credit.

Reason identified [1]

Reason explained [1]

(2 × [2])

[4]

16

2 (a) Write down **four** pieces of information a waiter may give to a customer when ordering a meal in a restaurant. (AO1)

- Any special dishes on the menu
- What each dish is served with
- Allergen information
- A range of side orders that may be needed
- Chef's signature dish.

All other valid points will be given credit.

(4 × [1])

[4]

(b) Explain **three** ways a hotel may use ICT to communicate effectively with staff and guests. (AO1, AO2)

- Emails sent to departments in hotel to keep staff updated regularly and to keep a record of communication
- Computer programmes to generate a range of reports to allow staff to analyse and plan
- In house production of marketing material to promote special events
- Website of hotel to inform potential guests of special offers, new products, and services
- Guests itemised bills produced immediately at check out, reducing waiting time
- User friendly reservation system to allow guests to make bookings with ease
- Loop information on room TV to inform guests of services available in the hotel.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(c) Describe the term customer comment cards. (AO1, AO2)

- Customer comment cards are given out to customers to fill in after a visit to an outlet. They are usually short and focused on one element of the visit
- They provide information for the business on the customer's experience, e.g. service or cleanliness.

All other valid points will be given credit.

Simple description [1]

Description with elaboration or example [1]

(1 × [2])

[2]

AVAILABLE
MARKS

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3 (a) Write down **four** ways a restaurant could encourage guests to dine early. (AO1)

- Allow children to eat free before a certain time
- Offer a less expensive menu at a specific set time
- Provide meal deals
- Offer pre-theatre dining
- Allow discounts for customer groups
- Online deals for those arriving before the traditional starting time.

All other valid points will be given credit.

(4 × [1])

[4]

(b) Describe **two** ways a local fast food outlet can advertise. (AO1, AO2)

- They may place an advertisement in a local newspaper which may be delivered for free to a wide audience
- A coupon offering money off or a code in a magazine which will allow discount
- They may place an advertisement on a local radio station which is listened to by a large number of people
- They may post information on social media sites to show adverts, special offers and promotions
- They may offer sponsorship to a local sports team giving an opportunity to display their logo.

All other valid points will be given credit.

Simple description [1]

Description with elaboration or example [1]

(2 × [2])

[4]

AVAILABLE
MARKS

8

4 (a) Explain **three** ways good quality customer care may impact on a hospitality business. (AO1, AO2)

- Satisfied customers are more likely to return to the outlet increasing profit
- Excellent customer service may lead to awards that can be used as a marketing tool to attract new customers
- Verbal recommendations from happy customers may attract new customers with no advertising costs
- Customers who are well cared for usually spend more money in an outlet
- Staff turnover may be reduced as there will be fewer customer complaints and a happier workforce.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(b) Describe counter service in a coffee shop. (AO1, AO2)

- Customers queue in front of a counter and make a selection from ready prepared foods or order a dish to be prepared and brought to their table when ready
- Trays and cutlery are collected by customers and payment is usually made at a cash point at the end of the counter.

All other valid points will be given credit.

Simple description [1]

Description with elaboration or example [1]

(1 × [2])

[2]

AVAILABLE
MARKS

8

5 An international sports team has arrived for a weekend conference in a hotel.

AVAILABLE
MARKS

(a) Explain **three** ways the hotel may meet the needs of the team during their stay. (AO2, AO3)

- Special meals provided to fulfil their dietary requirements
- Leisure facilities may be booked for their exclusive use to allow training or private down time
- A conference room may be provided to allow for team meetings
- A group check in may be arranged to cut down waiting time for team members
- Provide transport to take the team to and from the airport or ferry terminal for their convenience
- An evening recreational area may be provided to allow the team to have a communal area to gather.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(b) Explain how a restaurant can promote a positive image through the:

Appearance of staff (AO1, AO2)

- Wear a uniform which fits well to create a good first impression
- Have high standards of hygiene to gain customer confidence
- Uniform is neat and tidy to reflect the restaurant's high standards.

Attitude of staff to customers (AO1, AO2)

- Pleasant and welcoming to ensure customers feel valued
- Display positive body language to display a 'can do' attitude
- Anticipate the needs of the guests to ensure their requirements are met.

Standard of facilities (AO1, AO2)

- The restaurant must be spotlessly clean to impress customers
- Tables and chairs will be comfortable and matching to ensure customers are relaxed when eating
- Décor will be up to date with no appearance of wear and tear to spoil the effect and to create the right ambience
- Crockery, cutlery, and glassware must be clean and free from damage to create a good impression.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

12

6 The Restaurant Manager in a 5-star hotel restaurant has asked waiting staff to increase guest spending.

Discuss a range of selling opportunities waiting staff may use. (AO3)

- Offer guests a drink immediately on arrival at the table to increase the chance of a repeat order during the meal
- Demonstrate excellent communication skills to allow guests to relax and trust the information and recommendations that they are given
- Know the dishes on the menu and talk knowledgeably about the food to encourage people to order across the range of dishes on the menu
- Recommend a starter or dessert to generate additional revenue
- Recommend a wine for each course to encourage additional sales
- Point out the specials list which may be more expensive than the a la carte menu to encourage additional spend
- Update guests on any future themed evenings or events to encourage repeat business and customer loyalty.

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 selling opportunities waiting staff may use. 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 selling opportunities waiting staff may use. 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

Identifies and comments on a good range of selling opportunities waiting staff may use. 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