



Rewarding Learning

**General Certificate of Secondary Education
2025**

Hospitality

Unit 2:

Hospitality and the Customer

[GPT21]

MONDAY 9 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.

1 (a) C –

so that all customers are treated the same.

[1]

(b) B –

having a table already prepared with a chair removed.

[1]

(c) B –

their order will be the same standard every time.

[1]

(d) C –

the waiter to know the dishes on the menu.

[1]

(e) A –

Waiters talking in the corner ignoring the customers.
(5 × [1])

[1]

AVAILABLE
MARKS

5

- 2 (a)**
- silver service
 - gueridon service
 - family service
 - cafeteria/self-service.
- All other valid points will be given credit.
(4 × [1]) [4]
- (b)**
- verbal feedback
 - mystery customers
 - questionnaires
 - online surveys
 - social media reviews.
- All other valid points will be given credit.
(2 × [1]) [2]
- (c)**
- it highlights areas for improvement in the hotel to remain competitive
 - it allows feedback on staff to highlight training needs
 - it allows hotel to compensate an unhappy guest before any reputation is damaged
 - information may be stored electronically for future reference.
 - highlights areas that are working well to encourage staff to maintain standards
- All other valid points will be given credit.
Advantage identified [1]
Advantage explained [1]
(2 × [2]) [4]
- (d)** The organisation anticipates a customer's needs and responds to them and so delivers a level of service above what the customer has expected.
All other valid points will be given credit.
Term identified [1]
Term explained [1]
(2 × [1]) [2]
- (e)**
- Sunday breakfast is on trend and so the coffee shop needs to provide this service to keep up with the competition
 - the coffee shop can increase its turnover on a Sunday that might otherwise be a quiet day
 - customers can enjoy a leisurely breakfast on a day they are not working
 - it is a good marketing tool to improve publicity and attract new customers.
- All other valid points will be given credit.
Advantage identified [1]
Advantage explained [1]
(3 × [2]) [6]

AVAILABLE
MARKS

18

- 3 (a)**
- listening
 - apologising
 - solving
 - thanking
- All other valid points will be given credit.
(3 × [1]) [3]
- (b)**
- 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
 - install 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)**
- acknowledge the guest to let them know their request has been understood
 - double check which item needs replaced to prevent a second journey and interruption
 - collect the pillow and leave it in the room to fulfil the request.
- All other valid points will be given credit.
Action identified [1]
Action explained [1]
(2 × [2]) [4]

AVAILABLE
MARKS

11

- 4 (a)
- provide members of staff who are multilingual and can communicate in the guest's own language to make them relax and enjoy their stay
 - provide menus in a number of languages so guests may choose their food easily
 - provide signage and information for guests in a variety of languages so the guest can find their way easily throughout the hotel
 - provide audio translations or leaflets about local attractions to enhance the guest's experience
 - recommend or organise trips to local tourist attractions to make their stay relaxing.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

- (b)
- verbal communication between the customer and the employee taking the order to answer any queries about the order
 - written communication will be used to display the menu so that the customer can read the various dishes on the menus and check their price
 - ICT may be used by having a touch screen ordering service in the outlet allowing customers to order
 - ICT may be used at the till to process the order and create a receipt for the customer
 - customers may order online through an app which processes the orders for outlets and organises the delivery.

All other valid points will be given credit.

Method identified [1]

Method explained [1]

(3 × [2])

[6]

AVAILABLE
MARKS

12

- 5 (a)**
- a welcoming smile will put the guest at ease and set the scene for a pleasant stay
 - having good eye contact with the guest makes them feel they are being listened to and valued
 - a receptionist with folded arms may make a customer feel unwelcome and this may lead to complaints or a poor review
 - a receptionist who is not sitting upright and alert may create a poor first impression.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(3 × [2])

[6]

- (b)**
- offer guests an upgrade of a standard room for an additional fee to increase the revenue of the hotel
 - offer to book guests in for dinner in a hotel to increase the guests' spend
 - encourage guests to purchase additional services from the spa and leisure department to increase hotel profits
 - offer guests an additional night's stay for free to encourage increased spend.

All other valid points will be given credit.

Way identified [1]

Way explained [1]

(2 × [2])

[4]

**AVAILABLE
MARKS**

10

6 Advantages

- customers will feel satisfied with their experience and may wish to return to the restaurant
- likes and shares on social media sites will encourage more bookings
- excellent customer service can lead to industry awards which may be used as a marketing tool
- employees will take pride in their work and so staff turnover may be low
- verbal recommendations may encourage bookings that will allow the restaurant to grow.

Disadvantages

- customers will not return, and so business/profit will be lost
- any incidence of poor customer service can destroy the reputation of the restaurant
- negative reviews on social media sites can influence many potential customers who may not make a booking
- staff may feel demoralised, and standards may further slip causing customer complaints
- it may be hard to recruit new staff to a restaurant with a poor reputation causing staffing shortages.

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 advantages and disadvantages of customer care provision in a new restaurant. 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 advantages and disadvantages of customer care provision in a new restaurant. 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. Spelling, punctuation and grammar are sufficiently competent to make meaning clear. If candidate only identifies either positive or negative points, can only be awarded a mark in Level 2.

Level 3 ([7]–[9])

Overall impression: Highly Competent

Good range of points on advantages and disadvantages of customer care provision in a new restaurant 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