



*Rewarding Learning*

**General Certificate of Secondary Education  
2023**

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# **Hospitality**

Unit 2:

Hospitality and the Customer

**[GPT21]**

**TUESDAY 13 JUNE, AFTERNOON**

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**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 **five** ways a hotel bedroom will be adapted to meet the needs of a wheelchair user. (AO1)

- Wider doors
- High beds
- Adapted bathrooms
- Emergency help cords
- Low level switches
- High level sockets

All other valid points will be given credit

(5 × [1])

[5]

(b) Explain **three** ways a concierge could help to meet the needs of a tourist. (AO1, AO2)

- Giving directions to local amenities to fulfil tourist's requests
- Booking taxis to take the tourist to local landmarks to alleviate transport concerns
- Recommending places to visit to make their stay more enjoyable
- Booking tickets for theatre productions or cinema viewings to make their visit hassle free
- Storing tourist luggage on early arrival or late departure for convenience of tourist.

All other valid points will be given credit

Need identified [1]

Need explained [1]

(3 × [2])

[6]

AVAILABLE  
MARKS

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2 (a) Write down **four** complimentary services a guest could expect to make use of in a 4-star hotel. (AO1)

- Docking station
- Courtesy tray
- Complimentary toiletries
- Wifi
- Television
- Free car parking
- Leisure facilities

All other valid points will be given credit

(4 × [1])

[4]

(b) Describe **two** actions a room attendant should take on finding an item of lost property in a hotel bedroom. (AO1, AO2)

- The room attendant will inform reception or head housekeeper that an item of lost property has been found in the bedroom in case a guest enquires about it
- The room attendant will record details of the lost item in the lost property book to assist with identifying the owner
- The room attendant will take the item to be stored in the designated area so it can be easily located.

All other valid points will be given credit

Action identified [1]

Action described [1]

(2 × [2])

[4]

(c) Explain **two** advantages to a work place providing a self-service canteen. (AO1, AO2)

- Service is quick for employees allowing them to return to work on time.
- Employees may choose what they want to satisfy their needs
- Reduction in overhead costs as fewer staff required therefore reducing the amount of money allocated to wages
- Customer satisfaction will increase as type of service is more convenient resulting in repeat custom
- Reduction in food waste as most dishes are pre-portioned.

All other valid points will be given credit

Advantage identified [1]

Advantage described [1]

(2 × [2])

[4]

AVAILABLE  
MARKS

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3 Some hotels provide leisure facilities for guests to enjoy.

AVAILABLE  
MARKS

(a) Identify and explain **three** ways the manager could ensure high standards within the leisure facilities. (AO1, AO2)

- Provide a cleaning check list for staff to monitor standards of cleanliness regularly to ensure the leisure areas are maintained to a high standard so guests can relax
- Ensure staff are trained to remove and replace towels regularly to ensure guest comfort
- Staff should check for rubbish in all areas and empty bins regularly to ensure a good first impression to guests
- By ensuring all gym equipment is serviced and maintained regularly to reduce the risk of accident or avoid disappointment for guests if equipment is out of use
- Provide water stations for guests to fill bottles or cups to rehydrate.

All other valid points will be given credit

Way identified [1]

Way explained [1]

(3 × [2])

[6]

(b) Explain **three** different ways a new chain of fast food outlets could present a corporate image. (AO1, AO2)

- A distinctive logo printed on all signs, products and packaging, e.g. napkins, cups, front entrance to reinforce the corporate message
- All staff to wear an identical uniform so they can be clearly identified by the customer
- A clear menu in corporate colours with up to date photographs and prices clearly identified to allow for ease of choice
- Display food related awards and certificates, e.g. food hygiene, health and safety so customers will have confidence in the brand
- A clearly laid out website page to provide information to the customer about the outlets
- Appropriately branded social media sites to allow instant recognition of the fast food chain.

All other valid points will be given credit

Way identified [1]

Way explained [1]

(3 × [2])

[6]

A restaurant has received a negative review on a social media site.

(c) Explain **two** ways the manager could respond to ensure a positive outcome for the restaurant. (AO1, AO2)

- Respond quickly to the review to prevent further negative comments on the issue
- Reply in a polite and professional manner to show a high standard of customer care
- Post an explanation or apology on the site to ensure other users see that the negative review is being taken seriously by the restaurant
- Offer compensation, where appropriate, to turn the negative review into a positive experience for the customer.

All other valid points will be given credit

Way identified [1]

Way described [1]

(2 × [2])

[4]

16

AVAILABLE  
MARKS

4 A new General Manager has been appointed in a residential home.

AVAILABLE  
MARKS

(a) Explain how the following methods of communication could be used by the manager to introduce themselves. (AO1, AO2)

- Verbal – meet in person with staff and have a conversation with them to create a first impression
- Written – write a letter to all staff to outline plans for the future and expectations
- Written – write a card to senior members of staff to add a personal touch
- ICT – the manager could use an audio/video conference app such as zoom to allow a personal introduction to a large number of staff at once without having to assemble them in one place
- ICT – the manager could send a pre-recorded message to all staff via a social media site to allow them to see and receive their message.

All other valid points will be given credit

Method identified [1]

Method explained [1]

(3 × [2])

[6]

Body language is used to convey information without speaking.

(b) Explain **three** ways a hotel receptionist could use positive body language when dealing with guests. (AO1, AO2)

- Smile at the guests to welcome them warmly
- Use simple hand gestures to help guests with directions
- Shake hands to welcome or say goodbye making guests feel valued
- Sit up or standing straight to convey a professional attitude
- Make good eye contact to ensure the guest knows they have the receptionist's full attention and that they are actively listening.

All other valid points will be given credit

Way identified [1]

Way explained [1]

(3 × [2])

[6]

12



5 (a) Write down **three** promotional activities a restaurant may use. (AO1)

- Buy one get one free
- Early bird menu
- Children eat free
- Meal deals
- Free bottle of wine
- Free delivery

All other valid points will be given credit

(3 × [1])

[3]

(b) Describe an effective method of marketing for a cafe. (AO1, AO2)

- Advertise on the local radio station to target their community and reach many listeners
- Local newspaper advertisement as many of their customers may buy local papers and see the advertisement
- Set up a social media page to post offers about any upcoming promotions to encourage customers to follow them and share with friends
- Arrange a mail drop in the local area to attract new customers.

All other valid points will be given credit

Method identified [1]

Method described [1]

(1 × [2])

[2]

AVAILABLE  
MARKS

5

6 Evaluate the importance of customer care provision in a new hotel. (AO3)

AVAILABLE  
MARKS

Advantages

- Customers will feel satisfied with their experience and may wish to return to the hotel
- 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 encouraging additional bookings will allow the hotel 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 whole hotel
- Negative reviews on social media sites can influence a large number of 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 hotel with a poor reputation causing staffing shortages.

[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. 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. 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 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]

9

**Total**

**65**