

GCSE



CCEA GCSE Exemplifying Examination Performance Hospitality

This is an exemplification of candidates' performance in GCSE examinations (Summer 2019) to support the teaching and learning of the Hospitality specification.



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EXEMPLIFYING EXAMINATION PERFORMANCE

GCSE Hospitality

Introduction

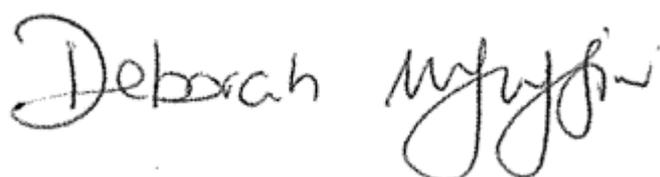
These materials illustrate aspects of performance from the 2019 summer GCSE examination series of CCEA's revised GCSE Specification in 2017.

Students' grade A responses are reproduced verbatim and accompanied by commentaries written by senior examiners. The commentaries draw attention to the strengths of the students' responses and indicate, where appropriate, deficiencies and how improvements could be made.

It is intended that the materials should provide a benchmark of candidate performance and help teachers and students to raise standards.

For further details of our support package, please visit our website at www.ccea.org.uk

Best wishes

A handwritten signature in black ink that reads "Deborah McGuffin". The signature is written in a cursive style with a large, looped initial 'D'.

Deborah McGuffin

Education Manager, Hospitality

Email: dmcguffin@ccea.org.uk

Telephone: 028 9026 1200 ext. 2444

GCSE: Hospitality

Unit 1: The Hospitality Industry

Grade: A Exemplar

Q1a Star ratings help customers understand the types of services and facilities provided by the hotel.

Read the following statements and circle True or False. Circle only one answer for each statement. [5]

Student's response

All hotels must have a star grade to operate.

True

False

The standard of welcome is assessed and graded by inspectors.

True

False

Room service should be provided in all three star hotels.

True

False

The higher the star rating the cheaper the hotel accommodation is.

True

False

Four star hotels must have a swimming pool and a gym.

True

False

Examiner's comments

The candidate circled the answers clearly and it is important to point out that the candidate made it clear the points that they did want assessed, they scored 3 out of 5 marks.

Q1b Complete the table below by recording the sector each hospitality outlet belongs to. [5]

Student's response

Hospitality Outlet	Sector
Fast Food Restaurant	<i>Commercial Sector</i>
Prison Canteen	<i>Catering Services Sector</i>
Residential Home Dining Room	<i>Catering Services Sector</i>
Guest House	<i>Commercial Sector</i>
Hospital Canteen	<i>Catering Services Sector</i>

Examiner's comments

The candidate achieved full marks as they recorded the full term for each sector as identified in the specification. If the term catering services is only recorded, marks cannot be awarded.

- Q1c** Hospitality plays a role in the tourism industry.
Write down **four** other industries linked with hospitality.
1. [1] 2. [1] 3. [1] 4. [1]

Student's response

1. *travel*
2. *education*
3. *health*
4. *leisure*

Examiner's comments

The candidate achieved full marks in this question as they identified the four industries linked with hospitality as outlined in the specification.

Q2 Hotels have different departments including the accommodation department. Explain **two** responsibilities of the following job roles.

Room attendant

1. [2]
2. [2]

Housekeeper

1. [2]
2. [2]

Student's response

Room attendant

1. *Make beds/clean rooms daily to satisfy guest when they arrive at their room.*
2. *Clean bathroom and provide towels etc so that guests have a pleasurable time and are happy with their stay. Provide good service.*

Housekeeper

1. *Organise staff cleaning rotas to ensure all rooms are cleaned in order to satisfy guests.*
2. *Inspect rooms after room attendants have cleaned them to ensure everything is up to high standard.*

Examiner's comments

Full marks were awarded to this candidate as they identified a key responsibility for each job role and clearly explained why each point was important. The explanation is essential for the second mark to be awarded for each answer.

Q3a Explain **one** benefit of the Food Information Regulations (Northern Ireland) 2014 for:

Customers [2]

Hospitality outlets [2]

Student's response

Customers *It allows customers to easily identify what food items they can or can't eat due to allergens. As it is in bold or easily spotted on packaging.*

Hospitality outlets *It makes sure no one can sue them or complain to the environmental health officer. It allows them to be more safe.*

Examiner's comments

In this question only 3 out of a possible 4 marks were awarded. In the first response the key point was identified, and the explanation was given as to why it was a benefit to the customer. In the second part of this answer, the candidate's response was vague, and one mark was awarded as a benefit but no explanation given.

Q3b The HACCP system looks at how food is handled and aims to ensure food is safe to eat.

Explain the importance of the following stages:

1. Create a step-by-step flow chart [2]
2. Set standards [2]
3. Review the complete system [2]

Student's response

1. Create a step-by-step flow chart *This is important as it allows you to see each step and then focus in on each one to ensure it is done.*
2. Set standards *It is important as it lets the staff know what they need to do. If they set standards the staff need to follow them.*
3. Review the complete system *This is important as it makes sure it runs smoothly. It ensures nothing is missing or wrong.*

Examiner's comments

The total number of marks available in this question is 6 and this candidate achieved 5. In the first two responses the key point is identified and recorded and the explanation of why this step is important is valid and worthy of full marks. The final answer identified a key point but fails to explain in reasonable detail why this is important. Had the candidate explained this point further such as minimises potential hazards, full marks could have been awarded.

- Q4** A guest chokes on food when dining in a restaurant.
Describe **four** steps a first aider should take to help the guest.
1. [2]
 2. [2]
 3. [2]
 4. [2]

Student's response

1. *Ask the guest, are you okay? Are you chocking? Can you cough it out? Try get them to cough it out get rid of obstruction before starting any first aid.*
2. *If the guest cannot respond start hitting their back: Turn them round and stand behind them using the heel of your hand, bang inbetween the two shoulder blades to remove the obstruction. Repeat 5 times.*
3. *If back boning does not work start abodinmal thrushes. turn the guest round so your standing behind them. Take your fist into your hand and position it between the tummy button and chest. Sharply pull inwards and upwards to remove the obstruction.*
4. *If abodinmal thrushes & back boning does not help ring emergency services immediatly and continue back boning and adobinmal thrushes (5 times each) until help arrives. If guest becomes unreponsive perform CPR.*

Examiner's comments

The candidate achieved full marks for this answer as they clearly described in reasonable detail, four steps a first aider would take when treating a guest who was choking. It is important to note that it does not matter what order the steps are recorded in.

Q5a There are five food groups in the Eat Well Guide. Fill in the missing word to complete each group and give an example of a food in each group.

Student's response

Food group	Example of food
1. Potatoes, bread, <i>rice</i> pasta and other starchy carbohydrates. [1]	<i>potatoes</i> [1]
2. <i>fruit</i> and vegetables. [1]	<i>banana</i> [1]
3. Dairy and <i>produce</i> [1]	<i>milk</i> [1]
4. <i>Beans</i> pulses, fish, eggs, meat and other proteins. [1]	<i>eggs</i> [1]
5. <i>oils</i> and spreads. [1]	<i>butter</i> [1]

Examiner's comments

A total of 10 marks could be awarded if the table was completed. The column on the left side asked candidates to fill in the missing words from the food groups of the Eat Well Guide. For this reason, candidates had to record the exact word as printed on the Eat Well Guide. This candidate achieved 9 marks as they wrongly identified the food in the first food group.

Q5b Outline **three** ways the Eat Well Guide can encourage a healthy diet.

1. [2] 2. [2] 3. [2]

Student's response

1. *It make a person aware of how much of that group is needed at meal times*
2. *It makes a person aware to add a variety of food from different groups to create a good balance of vitamins & minerals*
3. *It make a person aware if they need to cut down on some foods to reduce the chance of health problems later in life.*

Examiner's comments

A possible 6 marks were available for this question and the candidate's response merited full marks.

The quality of your written communication will be assessed in this question.

Q6 Discuss the importance of a General Manager having good interpersonal skills. [9]

Student's response

It is important for a General Manager in a hospitality out to have good interpersonal skills if they want to have a good reputation/provide a good service and be a successful business

The general Manager should be skillful in many areas especially in verbal and non verbal communication to leave a good impression on guests and in order to look approachable and to resolve complaints or fulfil guest requests. They would also have to carry out staff appraisals making it necessary for them to have a good communication skills.

They would also have to have good decision making skills in order to employ/hire other managers for different departments and to liaise with so that the business is efficient.

Problem solving skills would also be required in this field of work to sort out complaints and perhaps staff problems smoothly so that the business reputation isn't tarnished.

ICT skills may also come into play as a lot of establishments are more modern and having computer systems for customers to book through, view their websites or email with in queries.

The general Manager also has to liaise leadership with departments so that the business runs smoothly. They have to liaise with Food and Beverage, Kitchen, linen and accomodation departments. Therefore they would have to be skillful in all areas and know how to attract customers and be a effective manager in order to complete tasks and run a successful business with a low turn-over of staff. They would have to cope expectionally well under pressure.

Examiner's comments

The candidate achieved 7 out of 9 marks for their extended writing answer. No marks were awarded in the first paragraph. In the second paragraph the candidate identified a skill and recorded a suitable explanation of the importance of that skill.

The work continues with this pattern and each skill is supported with a reasonable explanation. Overall, the candidate has recorded 6 relevant key points and explanations that read clearly and where possible the candidate has used specialist vocabulary. Spelling, punctuation and grammar were to a good standard.

GCSE: Hospitality

Unit 2: Hospitality and the Customer

Grade: A Exemplar

Q1a Write down **five** products a guest may find in a 4-star hotel bedroom.

1. [1] 2. [1] 3. [1] 4. [1] 5. [1]

Student's response

1. *Teabags*
2. *Small cartens of mik*
3. *pen*
4. *pencil*
5. *notebook with paper*

Examiner's comments

The candidate correctly identified 5 products which may be found in a 4-star hotel bedroom. Some candidates listed services and were not awarded any points.

Q1b Explain **three** services that a hotel could provide to meet the needs of a non-English speaking guest.

1. [2] 2. [2] 3. [2]

Student's response

1. *One service would be the Hotel restaurent menu translated into the language they speak so they can understand what is on the menu.*
2. *They could also provide a translator in their language when checking in so that it is done quickly and easily and makes the guest feel welcome.*
3. *The hotel could also provide the welcome manual to the hotel in the guests language so that they know what the hotel offers.*

Examiner's comments

Three different services were listed – translated menu, a translator and provision of the welcome manual in the guest's language. Each point made was given a different explanation and so full marks were able to be accessed.

Q1c Write down **two** ways a hotel could meet the needs of an elderly couple.

1. [1] 2. [1]

Student's response

1. *Someone to escort them to room*
2. *room on ground floor so less walking*

Examiner's comments

Two ways the hotel could meet the needs of an elderly couple were given – an escort to their room and accommodation on the ground floor.

Q1d Explain **one** advantage and **one** disadvantage of social media sites posting hotel reviews.

Advantage [2]

Disadvantage [2]

Student's response

Advantage *It makes the Hotel known on social media sites and so may promote new business for the Hotel*

Disadvantage *If the reviews on social media are bad then people would not consider staying at the Hotel so no new business*

Examiner's comments

Advantage; making the hotel known on social media sites is a key point and explained well by stating this may promote new business.

Disadvantage; stating that bad reviews may be made on social media is an obvious disadvantage. The explanation was given a further mark is that people would not consider staying at the hotel. The final statement was not taken into consideration as it is an opposite negative of the explanation for the advantage.

Q2a A room attendant has been asked for additional towels in a bedroom by a guest.

Write down **three** ways the room attendant's attitude can promote a positive image to the guest.

1. [1] 2. [1] 3. [1]

Student's response

1. *The room attendants tone of voice*
2. *Facial expressions*
3. *Kind and helpful*

Examiner's comments

As this is a write down question no explanations were needed to access full marks. The three points made were acceptable.

Q2b Explain **three** benefits of a hotel using a company logo throughout the hotel.

1. [2] 2. [2] 3. [2]

Student's response

1. *The company logo used on the hotels product are a source of promotion/advertising. Therefore bring in more guest and money.*
2. *If the products with the logo on it are good it reflects well on the hotel, people might want to stay.*
3. *The staff will be easier identified by the guest as all staff will be wearing the logo therefore staff will be able to help guests more efficiently.*

Examiner's comments

Three different points, advertising potential, reputation and identification of staff are made and well explained.

Q2c Describe the term customer loyalty card. [2]

Student's response

loyalty card ensures a customer will come back as it adds up points everytime they eat/stay somewhere so they can get a discount/reward.

Examiner's comments

Three features of the loyalty card were described allowing full marks to be awarded.

Q3a A new coffee shop is opening in your area.

Write down **four** ways it could advertise its products and services.

1. [1] 2. [1] 3. [1] 4. [1]

Student's response

1. *local newspaper*
2. *Internet online on website if have one*
3. *Social Media*
4. *Flyers through letterboxes of houses in area*

Examiner's comments

Four realistic methods of advertisement likely to be used by a coffee shop were given.

Q3b Describe **two** promotional activities that may be used to attract local customers to the coffee shop.

1. [2]
2. [2]

Student's response

1. *One promotional activity would be offering a free refill of coffee or tea between the hours 9am and 11am*
2. *Another may be offering a deal for example when you buy a large coffee you get a free traybake or scone*

Examiner's comments

Two promotional activities are described in sufficient detail to access the full marks available. No explanations were necessary in this question. Candidates who used a loyalty card or sponsorship were awarded full marks also where the description was given.

Q4a Describe **three** ways a hotel could encourage business people to stay.

1. [2]
2. [2]
3. [2]

Student's response

1. *provide free wifi so that business people won't have to pay to do their work the entire time they're there and will be able to access internet.*
2. *provide meeting/board rooms so that business people can have meetings to discuss their work in a private setting*
3. *provide lounge areas for business people to sit and do their work without having to be alone in their room.*

Examiner's comments

Three ways a hotel could encourage business people to stay were outlined and well described. Free wifi, meeting rooms and lounge areas to work were identified and further information given to allow full marks to be awarded.

- Q4b** A restaurant wishes to sponsor its local football team.
Describe what may be involved in this sponsorship deal. [2]

Student's response

The restaurant could pay for their logo/name to be on the jersey so people will see it and want to eat there.

Examiner's comments

Enough information is given in this response to merit full marks. From this description it is easy to understand what a sponsorship deal involves.

- Q5a** Explain **three** ways general managers of large hotels could communicate effectively with staff during a meeting.
1. [2] 2. [2] 3. [2]

Student's response

- 1 *He could communicate non verbal for example with hand gestures and facial expressions. therefore the other staff may better understand his/her point or feelings about a topic.*
- 2 *He/she could communicate verbally for example he can talk to the staff present. this means that the staff will understand his ideas and requests better so allows for a better communication.*
- 3 *He/she could use written communication for example hand out the staff in the meeting an detailed list of his/her request and ideas therefore they can better follow him and better remember his requests and ideas.*

Examiner's comments

- 1 The candidate explains the use of non-verbal communication well in order to highlight effective communication during the meeting.
- 2 Whilst verbal communication was stated the explanation given did not suggest it was an effective method. Had the candidate suggested that the manager could speak clearly and slowly in order to be understood by everyone present then marks could have been awarded. No marks were given for this answer.
- 3 Written communication is used as a third method and is well explained within the context of being used in a meeting accessing full marks.

Q5b Describe **three** ways a receptionist could greet a new guest to make them feel welcome.

1. [2] 2. [2] 3. [2]

Student's response

- 1 *He/she should smile and have friendly facial expressions when greeting them. this makes the guest feel more valued and welcome.*
- 2 *He/she should shake hands with the guest and ask them if they had a plessant jurney. this will make the guests more relaxed and feel more value and welcome.*
- 3 *He/she should sit/stant straight up and not cross his/her arms therefor he shows a good atitute which makes the guest fell that they are handled professionally and this as a result will make them feel more valued and welcome.*

Examiner's comments

- 1 The candidate uses smiling and facial expressions to answer this part of the question. The key point is then explained. Insufficient description in the first sentence does not access the second available mark. Making the guest feel more welcome is a repetition of the question.
- 2 Two points are made shaking hands and asking about their journey. This allows two marks to be awarded.
- 3 This response gives more detail about posture and attitude and so it has been awarded the full marks.

The quality of your written communication will be assessed in this question.

Q6 The restaurant manager in a 5-star hotel wants to increase guest spending by asking waiting staff to upsell products.

Discuss a range of selling opportunities that staff may use. [9]

Student's response

One selling point waiting staff may use is when the guest is seated that they ask straight away if they could get them a drink as they more than likely may need to order another later in the meal so are getting guests to spend more money allready.

Another may be suggesting what to have on the menu when ordering as they could direct them to a more expensive dish on the menu.

Another way could be encouraging the guest to have a starter and a dessert with their meal as they may not have thought of having a starter of dessert before hand.

The waiting staff should also have a good knowledge of the menu and the wine list so when the guest is ordering recomend a bottle of wine which you were told goes really well with that dish as this knowledge encourages the guest to buy a bottle of wine as they will take your word this could also be a more expensive bottle of wine so again more money being spent than expected.

Then after having ther main dish encourage the guest to have a dessert and say we have a range of good desserts on offer and if the meal has gone really well they may also buy a dessert.

Then finally when dessert is finished you could ask the guest if they would like to have a refill glass of wine if they are drinking wine or if not offer coffe which all adds more to the bill at the end of the meal.

Examiner's comments

The candidate starts immediately into the essay question with a well explained point. The work continues in an organised and logical manner and uses sufficient specialist language to make their meaning clear. Each point made is well explained and relevant to the question. In total seven key points were identified, one repeated, and spelling, punctuation and grammar were of a high standard. This candidate was awarded 8 out of the 9 marks available.



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