

GCSE MARKING SCHEME

HOSPITALITY AND CATERING

SUMMER 2014

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2014 examination in GCSE HOSPITALITY AND CATERING. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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GCSE HOSPITALITY AND CATERING

Q.1	Award 1 mark for each correct answer.	[3]
	False False True	
Q.2	Award 1 mark for each correct answer.	[3]
	(i) D	
	(ii) A	
	(iii) B	
Q.3	Award 1 mark for each correct answer.	[3]
	(i) C	
	(ii) A	
	(iii) D	
Q.4	Award 1 mark for each correct answer.	[3]
	(a) Head Chef/Executive/Chef de cuisine	
	(b) Answers could include:	
	Menu planning/creates new dishes	
	Meet important clients Ordering ingrediente (talking to suppliare)	
	 Ordering ingredients/talking to suppliers Costings/budgeting/calculate profits 	
	 Staff training 	
	Staff rotas	
	 Health and Safety of the kitchen/oversees practices e.g. fridge and freezer temperatures 	
	• In charge of other chefs/leads chefs/motivates the staff/delegates jobs to	
	 other chefs, wait staff, porters etc./overall running of the kitchen Ensuring standard of food is as required as it goes out to 	
	customers/monitoring the "pass" (food that goes out)	
	Liaise with hotel manager	
	Hiring and firing staff	
	Dealing with complaints	
	 Ensures efficient timings of service Responsible for unholding the reputation of the kitchen 	
	 Responsible for upholding the reputation of the kitchen Responsible for welfare of colleagues 	
	Do not accept just "cooks" all chefs cook.	
	Marks can be awarded for B even if A is incorrect	

UNIT 2 - CATERING, FOOD AND THE CUSTOMER

Q.5	(a)	Award 1 mark for each correct answer.	[4]
		 Name: Palette knife Use: Spreading, binding/mixing dry ingredients together with liquids, removing mixtures/food from baking trays/tins, containers/turning food over. 	
		(ii) Name: Industrial/Commercial/Floor standing mixer/free standing/Hobart/large electric mixer.	
		Do not accept whisk or just mixer.	
		Use: Mixing/creaming mixtures/batters/whisking/quantities of cake mixture/pastry/bread dough/meringue.	
		Accept uses if correct, even if name is incorrect.	
	(b)	Award 0-2 marks for a basic answer where candidates have shown limited understanding of the benefit to the caterer. Answer may resemble a list.	
		Award 3-4 marks for a good answer where candidates have shown clear understanding and explanation of the benefit to the caterer.	
		Answers may include points such as:	
		 The salad bar is large enough to display many different salad dishes Should keep food at 5°c/keeps foods at the correct/safe temperature/keep food fresh/chilled. (accept as reference within 3-5°c) The food can be displayed in a colourful way which may encourage more sales 	
		Can see food at a glancePeople can help themselves	
		Fewer staff needed/less skilled staff	
		 It is mobile so can be positioned easily and moved when necessary It has a sneeze guard to minimise customer contamination 	
		 Stainless steel and glass are easy keep clean surfaces/easy to maintain Food can be prepared in advance/keep refrigerated before going in salad bar 	
		 Shows caterer is promoting healthy eating, 5 a day 	
		More profit to caterer as saving energy cooking costs	
		 Easy to be stocked from the back: first in first out Reduces waste as customers take what they need 	
		·	

Q.5	(c)	 Award 0-2 marks for a basic answer where candidates have shown limited understanding of food safety. Answer may resemble a simple list. Award 3-4 marks for a good answer where candidates have shown clear understanding of food safety. Award 5 marks for an excellent answer. Temperature (3-5°c) must be discussed to gain full marks. Answers could include: Food should be at 5°c/safe temperatures – use a probe to check Sneeze guard to prevent contamination When replenished – don't put new salad on top of older salad Use clean bowls and serving spoons Each salad should have its own serving spoon Individual section for different salads Keep the surfaces clean Clean up any spills Keep all salad covered until service Refill little and often to avoid cross contamination/first in first out 	[5]
		 Have signage to encourage customers to use different tongs/avoid cross contamination, allergies etc. Date checks in place, date stickers etc. Hygienic food handlers when replenishing e.g. gloves 	
Q.6	(a)	Award 1 mark for each correct answer	[2]
		 Sweeten and give colour/browns/adds flavour/improves texture: helps trap air – raising agent (creamed mixtures). 	
		(ii) Egg.	

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Q.6 (b) Award 0-2 marks for a basic answer 1 or 2 points identified only. Answer may [6] just be a list.

Award 3-4 marks for an answer that identifies a number of points and an attempt has been made to explain the points.

Award 5-6 marks for an answer that clearly identifies quality points and explains the 'how and why' of these points. A balanced answer covering making, portion control (cake and or topping) and decoration.

Reference may be made to:

Texture of cake

- Risen cake: Use soft margarine/butter to improve aeration
- Correct ratio of ingredients/measure all ingredients correctly/weigh eggs to ensure correct ratio/correct consistency
- Light airy texture
- Cooked at correct temperature
- Good colour
- Correct cooking time
- Use good quality ingredients
- Use electrical appliances
- Use the correct ingredients eg. caster not granulated sugar
- Make fresh/daily
- Use eggs at room temperature/fresh eggs

Decoration and toppings of cake

- · Pipes whirls coloured, buttercream, fresh cream
- Cherries, nuts, chocolate buttons, sugar flowers, silver balls
- Butterflies
- Feather icing
- Fudge icing
- Melted chocolate milk/plain/white; chocolate run-outs
- Icing sugar sprinkled/sieved
- Gold, silver and pearlised sprays
- Specific themes
- Combination/Selection of flavours
- Plan decoration in advance
- Make sure all identical ensure consistency

Portion control

- Weigh each cup-cake before baking/piping bag
- Use a measuring spoon e.g. 3 tblsp cake mixture per cup case
- · Same sized cup cases all filled to the same level
- Use ice cream scoop

General points

- Train staff to good standard's
- Ensure hygiene regulations are met

Q.6	(c)	Award 0-2 marks for a basic answer where candidates have shown limited understanding of wait staff skills. Answer may resemble a list.	[5]
		Award 3-4 marks for a good answer where candidates have shown good understanding of wait staff skills.	
		Award 5 marks for an excellent answer with clear understanding of wait staff skills, covering a range of areas (i.e. not just linked to hygiene).	
		Responses may include:	
		Cheerful, welcoming demeanourPolite manner	
		Able to work quicklyLegible handwriting on orders	
		Numerate	
		Easily able to interact with customers	
		Good communication skillsShows initiative	
		 Can handle difficult customers politely and calmly 	
		 Flexible about working tasks – may be needed to help in kitchen 	
		 Good knowledge of products/dietary requirements/allergies 	
		Team workerAble to work under pressure	
		 Able to work under pressure Any other personal qualities may be credited e.g. punctual, reliable, 	
		polite, personal hygiene etc.	
Q.7	(a)	Award 1 mark for each correct answer.	[2]
		E-mails to potential clients	
		 Sample menus sent out to potential client 	
		Posters to advertise special offers and BOGOF Draduag/decign_acuracya	
		Produce/design couponsProduce/design flyers	
		 Advertising via social media e.g. Twitter, Facebook, blogs, linkin, 	
		Instagram	
		TV screens in public places	
		 Website: own or advertise on other companies websites 	

Q.7 (b)	Award 0-2 marks for a basic answer where candidates have shown limited understanding of how ICT is used in a catering kitchen. May resemble a list.	[6]
	Award 3-4 marks for a good answer where candidates have shown some understanding of how ICT is used in a catering kitchen.	
	Award 5-6 marks for an excellent answer where the candidates have shown clear understanding, with examples of how ICT is used in a catering kitchen.	
	 Use of a computer, internet or fax to communicate with others Receiving accurate food orders from front of house Time logged so staff can see how quickly/slowly feed is being sent to 	
	 Time logged so staff can see how quickly/slowly food is being sent to customers 	
	 Using databases (excel) to keep a record of ordering that can easily be adapted each time an order needs to be placed. Saves time 	
	 Used to generate menus which can easily be changed according to day of the week/season/food availability 	
	• Using a nutrition program to inform customers of nutrients in each dish –	
	so they can make an informed choiceData from any functions can be saved and referred to for future functions	
	To record stock data log Event arrest debasts for stock control, contings, colling price and	
	 Excel spreadsheets for stock control, costings, selling price and profits/portion controls etc 	
	 Customer feedback Staff work hours/rotas 	
	 Logging temperatures 	
	EPOS/EDI ordering	
	Automatic timing for equipmentAccident logs	
Q.8 (a)	Award 1 mark for each correct answer.	[3
	Religious beliefs	
	 Moral beliefs – cruel to kill animals 	
	 Do not like the flavour, texture of meat Land growing crops can feed many more people than land raising 	
	animals	
	 Food scares – BSE, food poisoning, salmonella 	
	Family influence/habits	

Q.8	(b)	Award 1 mark for each correct answer.	[2]
		 Vegans eat no animal flesh/meat/fish and poultry and no animal products Lacto vegetarians eat animal produce but not the flesh of animals/meat/fish/poultry 	
		Accept "eat dairy but not meat for a lacto"	
		(although technically only lacto-ovo eat eggs, accept eggs if mentioned)	
	(c)	Award 0-1 marks for a very basic answer identifying one or two high fat foods.	[4]
		Award 2-3 marks for an answer that shows the candidate has some understanding of fatty foods/hidden fats in the vegetarian diet.	
		Award 4 marks for an excellent answer where the candidate clearly understands the issue of hidden fats in a vegetarian diet. Examples and explanations given.	
		Answers may include:	
		 Diet may include much more cheese which is high in fat High proportion of milk/dairy (lacto) More eggs may be used in cooking 	
		 Reliance on readymade meals which may be high in fat High reliance on nuts/nut based products 	
		 Reliance on takeaways Meals not 'bulked out' with vegetables. 	
		Saturated and unsaturated fats – must be mentioned to gain 4 marks	
	(d)	Award 0-3 marks for a basic answer where candidates have shown limited understanding of the importance of the 3 nutrients in a vegetarian diet and given a few examples of dishes. A list of dishes with no explanation why may also be credited.	[8]
		Award 4-6 marks for a good answer where candidates have shown some understanding of at least 2 of the three named nutrients in a vegetarian diet. Candidate is able to give some examples of using foods rich in these nutrients.	
		Award 7-8 marks for an excellent answer where the candidates have shown clear understanding of the 3 nutrients and are able to give good examples of dishes rich in the nutrients.	
		To gain the high mark band the answer must be balanced.	
		Maximum of 4 marks if candidate has only given a full response on one area.	

Q.8 (d)(cont.)

Within the suggested dishes candidates will show application of knowledge of these nutrients. Responses could make reference to:

Protein

- Needed for growth and repair of cells and tissues
- Good vegetarian sources are Quorn, Tofu, Soya, Cereals, Pulses, Nuts & Lentils
- Dishes using the sources listed need to be discussed e.g. vegetable lasagne, nut roast, risottos, lentil bake
- HBV/LBV protein sources, linked to amino acid, complimentary proteins
- Accept reference dairy products as question does not specify type of vegetarian.

Iron

- Needed for formation of haemoglobin/transporting O2 around the body
- Helps with energy metabolism
- A lack will result in anaemia/lethargy
- Found in pulses, nuts, dried fruit, dark green leafy veg, dark chocolate, cocoa powder, black treacle, curry powder. Accept reference to any dishes using these products
- The source of the iron must be evident in the dishes discussed.

Vitamin B12

- Needed for energy production, formation of red cells, and maintenance of homocysteine levels which help guard against cardiovascular disease
- Pernicious anaemia
- Deficiency is rare in young people
- Found in yeast extract, marmite and fortified breakfast cereals
- The source of the B12 must be evident in the dishes discussed
- Reference to tannin slows down absorption.

Suggested dishes

- The list is endless examiners to use professionalism.
- Q.9 (a) Award **1 mark** for a correct answer.

[1]

- The Food Safety Act 1990
- Food Safety (General Food Hygiene) Regulations 1995
- Food labelling Regulations 2006
- Health and Safety at Work Act 1974

Accept correct response as above without a date.

Q.9	(b)	Award up to 2 marks for a correct answer	[2]
		1 mark for what HACCP stands for – Hazard Analysis Critical Control Point	
		1 mark for 'what it does'	
		Description could make reference to:	
		 Food hygiene laws state that all businesses need a HACCP in place It identifies the how, where and why food could become contaminated Will include a flow chart of each step of the food's journey Hazards identified for each step of food process-buying, storage, preparation cooking, heat storage (hot held, chilling) serving Prevention or minimising the hazards 	
	(c)	Award 1 mark for each correct answer	[2]
		 Monitoring – personal, kitchen hygiene and safety, temperatures, food storage Advising – gives advice of food hygiene and safety regulations Ensuring establishment is safe for customers/inspections To prosecute, close down, suggest improvements to premises Deals with complaints from the public 	
	(d)	Award 0-3 marks for a basic answer where candidates have shown limited understanding of food safety in the kitchen. May resemble a list.	[12]
		Award 4-7 marks for a good answer where candidates have shown some understanding of food safety in the kitchen.	
		Award 8-10 marks for a very good answer where the candidates have shown clear understanding, with examples, of food safety in the kitchen.	
		Award 11-12 marks for an excellent answer where candidates have shown very clear understanding and detailed examples of food safety in the kitchen. Accurate temperatures must be included.	
		Answers could make reference to:	
		 Why? To prevent the public from becoming ill/contracting food poisoning To ensure the safety of the public and staff Ensures that food entering the premises is in date, at the correct temperature, of good quality, fit for human consumption To prevent cross contamination To keep high risk foods at a minimum risk to customers 	
		(To achieve higher mark bands candidates are expected to include the above bullet points and explain one type of named food poisoning e.g. salmonella. They could refer to symptoms and that it could possibly lead to death particularly with the very young or elderly & frail.)	

Q.9 (d)(cont.)

How?

- FIFO of all food stocks
- Separate fridges
- Ensures that staff follow personal hygiene procedures clean hands, uniforms, no coughing, sneezing, short nails, hair back, no jewellery/nail varnish, no outer wear in the kitchen
- Make sure no member of kitchen staff is ill to prevent food spoilage/cross contamination
- Cleanliness in the kitchen and storage areas. Use of sanitisers
- No foods stored on the floors in cupboards, on wire shelving, sealed packets to prevent rodent infestation. Regular rodent checks
- Regular temperature checks of fridges, freezers, chillers, hot cupboards, cooked food, hot held foods with records being kept
- Use of equipment to prevent cross contamination colour coded boards, separate fridge
- Training for all new staff and updated training for others
- Cleaning schedules for kitchen and equipment daily, weekly, monthly; to prevent a build-up of dirt and grime – which prevents rodents, insects and bacterial growth
- UV lights to attract flies, moths, wasps
- Stainless steel work surfaces and 'plastic' wall and floor surfaces easy clean and minimal bacterial growth
- Good lighting to see any 'dirt'
- HACCP
- Physical, chemical, biological hazards minimised
- Food storage and waste bins with secure lids

NB. Accept any other relevant valid food safety points

GCSE HOSPITALITY AND CATERING

UNIT 4 HOSPITALITY AND THE CONSUMER

Q.1	Award 1 mark for each correct answer.	[3]
	Answers could include:	
	 Bottles Clothes/bedding/linen/fabric Glass Plastic Metal Food Batteries Mobiles Ink cartridges Cardboard Foil Tins/cans Paper Garden waste. 	
Q.2	Award 1 mark for each correct answer.	[3]
	(i) True(ii) False(iii) True	
Q.3	Award 1 mark for each correct answer.	[3]
	(i) C (ii) A (iii) B	
Q.4	(a) Award 1 mark for each correct answer.	[1]
	Answers could include:	
	 To encourage guests to re-use their towels To save energy/water To save money/improve profits 	

Q.4 (b)	Award 1 mark for each correct answer.	[3]
	Answers could include:	
	 Take showers rather than baths Avoid leaving the tap running when brushing teeth Report any dripping taps/water leakage to Reception Do not leave laptop/mobile phone chargers plugged in when batteries are fully charged Switch off lights when leaving your room Switch off appliances (air-con) when not in use Utilise dual flush toilets 	
Q.5 (a)	Award 1 mark for each correct answer.	[2]
	(i) Answers could include:	
	 Wide choice of styles of food to choose from All food outlets together so can compare and then make choice/everything in one place Can be cheaper than a restaurant meal Satisfy hunger as and when/customers can eat when hungry/provides food & drinks Central seating:- a group can sit together although they are eating different foods, from different outlets Tends to be fast food/quick food Don't need to leave the centre Can be a meeting point/place to have a rest 	
	(ii) Answers could include:	[2]
	 Encourages visitors to the centre Keeps food waste in a central area Encourages shoppers to stay in the centre longer if they can eat on site Easier for the cleaners Brings extra income into the centre More choice of foods for employees 	
(b)	Award 1 mark for each correct answer.	[2]
	Answers could include:	
	 Christmas/Easter/Bank holidays School holidays Summer/January sales Weekends Promotional evenings/special events Times of high illness rates/staff holidays 	

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Q.5 (c)	Award 1 mark for one point explained.	[2x3
	Award 2 marks for 2 points explained.	
	Award 3 marks for 3 points explained.	
	Award maximum of 1 mark for a list with no explanation.	
	Answers may include:	
	(i) <u>Food</u>	
	 Limited menu in each concession/outlet Much of the food is pre-cooked/pre-packed/ready to be assembled High in salt High in fat High in sugar – reference to fizzy drinks Few fruit and vegetable may be available Standard recipes used so guaranteed product Snack type food May be eaten from a tray at central tables, or put in a bag to be taken away Quick 	
	 (ii) Service Photos of food available is shown above counter Payment is taken at time of ordering Customers go to the counter to order food Self service Disposable packaging/can be recycled No/limited cutlery needed Staff have to clear tables regularly Can be large queues Cheap labour often used, can affect customer service May be served on a tray May need to clean your own table before/after eating 	

Q.6 (a) Award **1 mark** for **each** correct answer.

Answers could include:

Type of communication	Example
Verbal/Face to face	giving instructions to others, talking to customers, taking messages
Non-verbal	posture, expression, body language
Written	confirmation of bookings, memos, letters, food or drink orders
Telephone/Walkie-talkie	taking messages/bookings/instruction to staff
Fax	information, ordering, newsletters, internal memos
E-mail/ICT/IPAD	staff rotas, confirm bookings, accounts, invoices, room management, booking events
Electronic	ePOS, pagers

N.B. The type and the example must both be correct to Award 1 mark (x3)

Award any other relevant example.

(b) Award **1 mark** for **each** correct answer.

Answers could include:

- Name
- Contact details
- Date of arrival/departure
- Type of room required/family
- Special requirements/disabled etc.
- Credit card details
- Number of rows
- Car park requirements
- Number of guests
- Meals required
- Any special equipment needed e.g. cots, projectors (meetings)

[3]

Q.6	(c)	Award 0-2 mark for a basic list of skills/qualities required by front of house staff.	[4]
		Award 3-4 marks for an answer that shows knowledge of the skills required and offers some explanation of why they may be important.	
		Answers could include:	
		 Be courteous/polite/well mannered/good people and social skills Look smart/clean/presentable/good personal hygiene/gives a positive impression Have good written skills 	
		Have good written skillsHave good ICT knowledge	
		 Good command of English/communication skills/listening skills/speaks clearly 	
		Be professional/confident	
		 Good local knowledge/knowledge of the hotel facilities Knowledge of a second language e.g. foreign, sign, braille 	
		 Patience/understanding/calm 	
		 Smiling/approachable/welcoming/good body language 	
		Deals with problems	
	(d)	Award 0-2 mark for a basic list of the importance of accurate record keeping.	[4]
		Award 3-4 marks for an answer that shows knowledge of the importance of accurate record keeping and offers some explanation of why they may be important.	
		Answers could include:	
		 Avoids over/double booking/shows what rooms are occupied/free Ensures customer requirements are met 	
		 Establishes customer confidence Stocktaking is sound, won't run out of things – accept responses linked to food, accommodation services 	
		 Invoicing – able to account for spend/profits effectively 	
		 Reputation – good practice improves reputation 	
		 Guest records/history kept up to date Can improve team work/morale 	
		 Enquiries dealt with efficiently 	
		 Paper trail in event of enquiries - (many make reference to Acts) 	
		Records incidents/complaints	
		 Supports health safety checks Staff rotas and records can be kept up to date 	
		Staff rotas and records can be kept up to date	

Award 2 marks for a fuller answer (2 valid sentences). Answers could make reference to: • To make customers feel valued and satisfied, needs are met • Giving good service so that customers will return • Customers feel safe and happy • Customer is always right, never wrong • Deals with complaints efficiently (b) Award 1 mark for each correct method named, or 1 mark per method and [4] 1 mark per explanation. Answers could include: • Analysing customer feedback • Customer comment cards/guest book (B&B)/suggestion box/surveys • Comments on Trip Advisor web-sites • Questionnaires in rooms • Ask/talking to customers – verbal feedback • Mystery customers • Number of complaints received • Online questionnaires • Number of return bookings • Recording new clients who book as a result of referral from satisfied customers (c) (i) Award 2-3 marks for an answer that recalls some knowledge and a basic understanding of how to deal with the complaint. Award 2-3 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. <th></th> <th></th> <th></th> <th></th>				
Answers could make reference to: • To make customers feel valued and satisfied, needs are met • Giving good service so that customers will return • Customers feel safe and happy • Customer is always right, never wrong • Deals with complaints efficiently (b) Award 1 mark for each correct method named, or 1 mark per method and [4] 1 mark per explanation. Answers could include: • Analysing customer feedback • Customer comment cards/guest book (B&B)/suggestion box/surveys • Comments on Trip Advisor web-sites • Questionnaires in rooms • Ask/talking to customers – verbal feedback • Mystery customers • Number of complaints received • Online questionnaires • Number of return bookings • Recording new clients who book as a result of referral from satisfied customers (c) (i) Award 0-1 marks for an answer that recalls some knowledge and a basic understanding of how to deal with the complaint. Award 2-3 marks for an answer that recalls more detailed knowledge and understanding of how to deal with the complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint.	Q.7	(a)	Award 1 mark for a basic answer.	[2]
 To make customers feel valued and satisfied, needs are met Giving good service so that customers will return Customers feel safe and happy Customer is always right, never wrong Deals with complaints efficiently (b) Award 1 mark for each correct method named, or 1 mark per method and [4] 1 mark per explanation. Answers could include: Analysing customer feedback Customer comment cards/guest book (B&B)/suggestion box/surveys Comments on Trip Advisor web-sites Questionnaires in rooms Ask/talking to customers – verbal feedback Mumber of complaints received Online questionnaires Number of return bookings Recording new clients who book as a result of referral from satisfied customers (c) (i) Award 0-1 marks for an answer that recalls some knowledge and a basic understanding of how to deal with the complaint. Award 2-3 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. 			Award 2 marks for a fuller answer (2 valid sentences).	
 Giving good service so that customers will return Customers feel safe and happy Customer is always right, never wrong Deals with complaints efficiently (b) Award 1 mark for each correct method named, or 1 mark per method and [4] 1 mark per explanation. Answers could include: Analysing customer feedback Customer comment cards/guest book (B&B)/suggestion box/surveys Comments on Trip Advisor web-sites Questionnaires in rooms Ask/talking to customers – verbal feedback Mystery customers Number of complaints received Online questionnaires Number of return bookings Recording new clients who book as a result of referral from satisfied customers (c) (i) Award 0-1 marks for an answer that recalls some knowledge and a basic understanding of how to deal with the complaint. Award 2-3 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. 			Answers could make reference to:	
 1 mark per explanation. Answers could include: Analysing customer feedback Customer comment cards/guest book (B&B)/suggestion box/surveys Comments on Trip Advisor web-sites Questionnaires in rooms Ask/talking to customers – verbal feedback Mystery customers Number of complaints received Online questionnaires Number of return bookings Recording new clients who book as a result of referral from satisfied customers (c) (i) Award 0-1 marks for an answer that recalls some knowledge and a basic understanding of how to deal with the complaint. Award 2-3 marks for an answer that recalls more detailed knowledge and understanding of how to deal with the complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. 			 Giving good service so that customers will return Customers feel safe and happy Customer is always right, never wrong 	
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basic understanding of how to deal with the complaint. Award 2-3 marks for an answer that recalls more detailed knowledge and understanding of how to deal with the complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. Answers could include:			 Analysing customer feedback Customer comment cards/guest book (B&B)/suggestion box/surveys Comments on Trip Advisor web-sites Questionnaires in rooms Ask/talking to customers – verbal feedback Mystery customers Number of complaints received Online questionnaires Number of return bookings Recording new clients who book as a result of referral from satisfied 	
 Apologise Log complaint Assure customer that someone will investigate immediately Suggest they use Business Internet room in Reception Offer complimentary refreshments for inconvenience while connection being checked (may refer to the manager) Apologise again Speak to manager/maintenance to ensure problem/issue is 		(c)	 basic understanding of how to deal with the complaint. Award 2-3 marks for an answer that recalls more detailed knowledge and understanding of how to deal with the complaint. Award 4 marks for a sound balanced response, clearly outlining the correct procedure for dealing with a complaint. Answers could include: Apologise Log complaint Assure customer that someone will investigate immediately Suggest they use Business Internet room in Reception Offer complimentary refreshments for inconvenience while connection being checked (may refer to the manager) Apologise again 	[4]

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Q.7	(c)	 (ii) Award 0-2 marks for an answer that recalls some basic knowledge [4 and understanding of the facilities one would expect in a 5* hotel. Award 3-4 marks for a more detailed answer that identifies at least three points with exemplification sound knowledge of facilities in a 5* hotel. 	4]
		Answers may include:	
		 Spa Gym/Fitness centre Sky TV in guest bedrooms Large bedroom with sitting area Valet parking Choice of restaurants Fine dining restaurant – maybe with famous/starred chef 24 hour room service 24 hour Concierge facilities/Reception fully manned 24 hours Often located centrally in cities/resorts Private Butler Complimentary bath robes and slippers Wider range of individual toiletries Luxury complimentary items e.g. wine, chocolate, fruit, champagne Spa baths in bathrooms High quality furniture and fittings e.g. beds, tea and coffee, ironing boards, hairdryer etc. 	
		hotels.	
Q.8	(a)	Award 1 mark for each correct response. [2 Answers may include:	2]
		 Making beds/changing bedding Replenishing stock e.g. tea, coffee, toiletries Reporting faults Cleaning Checking room inventory Changing towels 	

Q.8	(b)	Award 0-1 marks for an answer that recalls some knowledge and a basic understanding of the role of a Head Housekeeper.	[3]
		Award 2 marks for a more detailed answer (up to 2/3 points with some explanation).	
		Award 3 marks for more than 3 points with clear in-depth explanation of the role of a head housekeeper. Response must reflect management position for full marks.	
		Answers could include:	
		 Responsible that all rooms are ready for customers Staff rotas Allocate rooms/jobs to room attendants Dealing with complaints (via reception) Staff training Involved with hiring and firing Check/orders laundry/stock Liaises with reception re. bookings Liaises with maintenance Oversees general standard of cleanliness in 'public' areas Attending management meetings with other HODs Overseas team – disciplines and praises as required Does not clean rooms unless staff absence oversees not necessarily hands on 	
	(c)	Award 0-1 marks for an answer that shows a basic understanding of the benefits of effective team work. Award 2-4 marks for a more detailed answer that offers explanation of a	[6]
		minimum of 3 points reflecting the benefits of effective teamwork.	
		Award 5-6 marks for a clear in depth explanation of 4 or more points relating to the benefits of effective teamwork.	
		Answers could include:	
		 Establishments reputation is improved Better working atmosphere/team members are happy Tasks are completed more quickly/easier Tasks are completed more efficiently/smooth running Better customer service People can help each other/share knowledge/learn from each other Customers are aware of a happy atmosphere so less likely to complain 	
		 Customers are aware of a happy atmosphere so less likely to complain Less errors as everyone knows their role 	
		N.B. Credit negative responses as well as positive, but not repeats.	

Q.9	(a)	Award 0-1 marks for a simpler answer naming one or two appropriate types of service.	[4]
		Award 2-3 marks for one to two sentences that names one or two appropriate types of Service and gives some form of explanation.	
		Award 4 marks for evidence of sound knowledge and explanation of two types of food service. For 4 marks must relate to this event i.e. large number of people – buffet.	
		Answers could include:	
		 Carvery service Buffet service Waiter/table service Silver service Plated service Family service 	
	(b)	Award 0-2 marks for a simple answer that shows limited knowledge/understanding of menu planning for the event.	[6]
		Award 3-4 marks for an answer that identifies a more detailed knowledge of meal planning - at least three factors with some explanation.	
		Award 5-6 marks for a clear and detailed discussion of the factors to be considered when planning the menu for the event.	
		Answers could include:	
		Budget availableCost of ingredients	
		 Number of guests 	
		Time of year	
		Foods in season	
		Celebratory meal/themesSkills of chefs	
		Cooking facilities	
		Appearance/texture/flavour/colours	
		Age of guests	
		Portion control	
		Special dietary needs/allergies, vegetarianTime available for cooking	
L			

Q.9	(c)	Award 0-2 marks for a basic answer, showing limited understanding/ [6] knowledge of ensuring safety of guests.
		Award 3-4 marks for a more detailed answer – a minimum of 3 points with some discussion as to how the hotel can ensure the safety of their guests.
		Award 5-6 marks for an answer that recalls detailed knowledge and a thorough understanding of how the hotel can ensure the safety of their guests during the evening.
		Answers could include:
		 Complete a risk assessment for the event Dance floor and dining area clearly separate Plenty of space between the tables Check all furniture for sturdiness No trailing wires/wires taped to the floor No trailing tablecloths Fire exits clearly marked with appropriate signage and instructions Fire exits not blocked by anything First aider in attendance Disabled access available Sharp cutlery away from edge of table Reference to food poisoning/food safety Warnings of strobe lighting (epilepsy and trigger migraines) Room capacity adhered to Any spills dealt with immediately/wet floor signage used Hot plate signs Adequate staff available Have all equipment safety checked prior to the event

GCSE Hospitality and Catering MS Summer 2014



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