Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4742/01

HOSPITALITY AND CATERING

UNIT 4: Hospitality and the Customer

A.M. FRIDAY, 25 January 2013 $1\frac{1}{4}$ hours

1	aminer's only
Question	Mark Awarded
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
1	

Total

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer all questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

The total mark is 80.

You are reminded that assessment will take into account the quality of written communication used in your answers that involve extended writing.



				Answer :	all questio	ns.	
1.	Tick	(√) th	ree examples of goo	od customer c	are respo	nses.	[3]
						(/)	
		(i) "	I will take care of t	hat right awa	y sir."		
	((ii) "	No, – too late I car	i't be bothere	d."		
	(i	iii) "	Is there anything e	lse I can help	you with	madam?"	
	(iv) "	I am sorry I don't l	know, but I w	rill find ou	ıt for you."	
		(v) "	I am just talking to	my friend, y	ou will ha	ave to wait."	
2.	(a)			•	• •	nenu, by placing the letter in the box.	pox. [3]
		(i)	À la carte		A.	A set menu for a set price.	
		(ii)	T'able d'hôte		B.	A limited selection of dishes, individually priced.	
		(iii)	Fast food		C.	A selection of courses, priced individually and cooked to orde	r.
	(b)	Expl	ain what is meant	by the following	ing:		[3]
		(i)	menu card				
		(ii)	place card				
		(iii)	seating plan.				
3.			ng a booking for a shment.	wedding rece	ption, giv	e two examples of information req	uired by [2]
		(i)					
		(ii)					



4.	(a)	Name two duties of a night porter in a hotel. (i)	[2]
		(ii)	
	(b)	Suggest three ways in which a hotel manager could train staff.	[3]
		(i)	
		(ii)	
		(iii)	
5.	A tra	avel company is holding a staff meeting at a conference centre.	
	(a)	Name two pieces of equipment the conference manager may be asked to supply for meeting.	r the [2]
		(i)	
		(ii)	
	(b)	Describe the role of the conference manager during the event.	[4]
	•••••		



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Discuss the changes the new owners could make to avoid wasting energy and water.			
•••••			•••••
••••			
•••••			



(a)	Explain how the hote standard.	l can ensure all	rooms are ready	and cleaned to	the required [4
•••••					
•••••					
(b)	Evaluate the importan	ce of providing a	reliable service to	customers.	[4
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(b)	Evaluate the importan				



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(a)	Name two ways staff communicate in a restaurant.	
(<i>u</i>)	Traine two ways start communicate in a restaurant.	
	(i)	
	(ii)	
	(11)	
(1)		
(b)	State three reasons why it is important for the wait staff to communicate throughout service.	e with the
	tinoughout service.	
	(i)	
	(ii)	
	(iii)	
(c)	Discuss the importance of teamwork in a busy restaurant.	
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	Discuss the importance of teamwork in a busy restaurant.	



is important to present a positive image to the customer.	
Suggest the ways in which this can be achieved by the	5.43
(i) staff	[4]
(ii) establishment.	[4]



(b) T	(b) The Sunny Days Guest House wants to be upgraded from a 3 Diamond to a 5 Di rating. Describe how they can achieve the higher rating.					
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(a)	State two special dietary needs the students may need to consider.	[2
	(i)	
	(ii)	
(L)		
<i>(b)</i>	Discuss the factors the students will need to consider when planning the	F.4
	(i) event	[4
	(ii) menu.	[4



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