

Name.....
Teacher.....

[Company name]

WJEC Hospitality and Catering Unit 1- Exam Homework Booklet



Unit 1

Introduction to the hospitality industry

Unit introduction

Hospitality is one of the largest industries in the UK. It has over two million employees and makes a significant contribution to the UK economy. It is a dynamic industry that responds quickly to changing market needs, through rapid growth, innovation and diversity. This enables the hospitality industry to offer many different types of employment, with opportunities for you to work in this country and around the world.

In this unit you will explore different aspects of the hospitality industry by looking at its component parts, gaining an insight into the business of hospitality and the different products and services it provides. You will further explore how these products and services are offered in a range of settings to meet the requirements of different hospitality areas.

You will then concentrate on the essential processes involved in operating a hospitality business. A hospitality business does not function in isolation: it is dependent on the support of other industries for its success. You will investigate how hospitality interacts with other industries, gaining knowledge and understanding of these important business relationships.

Finally, you will investigate the trends and issues that affect how hospitality businesses function. Here you will explore the significance of a range of distinct factors affecting business operations. You will also discover how the hospitality industry responds and manages the impact of these influences.

Learning aims

In this unit you will:

- A understand the structure and service provision in the hospitality industry
- B understand hospitality operations
- C understand how current issues and trends impact on businesses within the hospitality industry.

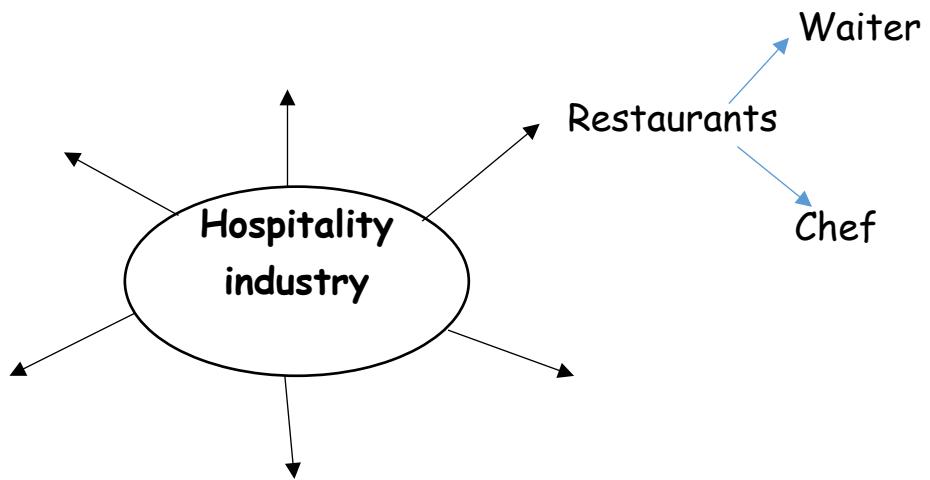
Exam: Your exam is worth 50 marks and will take 1 hour and 15 minutes. You will sit this in January.

Signed by parent.....

Signed by teacher.....

Task One- The hospitality industry

1. What business types does the hospitality industry include?



2. On your mind map, list 2 members of staff you would find in each business. The first one is done for you.

E1 A restaurant is an example of a service a hotel provides.

Give **two** other types of service provided by a hotel.

1.....

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2.....

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(Total for Question 1 = 2 marks)

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Task Two- Types of pubs

Write a definition for the following types of pubs:

1. Free house pub

2. Leasehold pub

3. Managed pub

4. Tenanted pub

Put a cross in **one** box to indicate your answer.

E2 Andy owns a pub. He can choose to buy beverages from any supplier.

This is an example of a:

- free house pub
- leasehold pub
- managed pub
- tenanted pub.

(Total for Question 2 = 1 mark)

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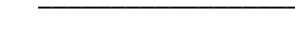
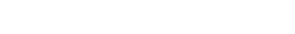
Task Three- Service providers

1. Explain why these businesses would be important for a hotel.





E3



Hotels are

sometimes supported by businesses from other industries.

Give **two** ways in which businesses in the transport sector can support hotels.

1.....

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2.....

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(Total for Question 3 = 2 marks)

Task Four-Business ownership

1. Match up the business ownership types

Sole trader

These types of company are **incorporated**, which

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	means they have their own legal identity and can sue or own assets in their own right.
Partnership	An entrepreneur can opt to set up a new independent business and try to win customers. An alternative is to buy into an existing business and acquire the right to use an existing business idea.
Limited companies	Businesses owned by two or more people.
Franchises	Any business that is owned and controlled by one person - although they may employ workers.

2. Write an advantage and disadvantage for each ownership type:

Sole trader:

Advantage_____

Disadvantage_____

Partnership:

Advantage_____

Disadvantage_____

Task Four-Business ownership continued

Limited company:

Advantage_____

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Disadvantage _____

Franchise:

Advantage _____

Disadvantage _____

E7 Many coffee shops operate as franchises. Pinkal has decided to run her coffee shop as an independent sole trader.

Explain **two advantages** to Pinkal of running the business as a sole trader rather than as a franchise.

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2.....
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(Total for Question 7 = 4 marks)

Task Five- Purchasing cycle

The purchasing cycle is a system used in a catering business to place, receive and pay for orders of food and other groups from outside suppliers.

Write a definition for each:

Signed by parent.....

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Purchase order

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Delivery note

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Returns note

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Credit note

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Invoice

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Statement of account

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Task Five- Purchasing cycle continued

E4 A cafe owner is required to keep records of goods the owner purchases.

Identify the following two documents from the purchasing cycle.

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1. The bill for the supplies delivered and their cost:

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2. A listing of all business transactions for a month:

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(Total for Question 4 = 2 marks)

Task Six- Controlling staff

1. Complete the following sentence:

When a new member of staff joins a company they are required to complete an induction. An induction programme is

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E5 (a) Gold Sand Health Spa requires its reception staff to wear a uniform.

Explain **one** way in which wearing a uniform can help to maintain standards of customer service.

(2)

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(b) A new member of staff joins the health spa.

Give **one** benefit of an induction programme to the new member of staff.

(1)

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(Total for Question 5 = 3 marks)

Task Seven- Environmental issues

1. What do these symbols mean?



2. What is meant by carbon footprint?

E6 All hospitality businesses need to consider their carbon footprint.

Give **one** way in which a fast-food takeaway could reduce its carbon footprint.

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(Total for Question 6 = 1 mark)

Task Eight- Catering services

1. Complete the sentences using the key words

In house

Outsourcing

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- a) Food that is made on the premises, such as a school is called _____
- b) Food that is brought in from elsewhere, such as a wedding is called _____

E8 A new hospital is considering how to provide catering for its staff. It can choose either an in-house service or to outsource its catering. Cost is one advantage to an employer of outsourcing catering.

Explain **one further advantage** and **one disadvantage** of outsourcing.

Advantage.....

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Disadvantage.....

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(Total for Question 8 = 4 marks)

Task Nine- Managing cost

1. Why is it important to manage cost in a business?

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2. Match up the key words to the definition.

Key word	Definition
Profit	The amount of money left after the production costs are deducted from total sales
Gross profit	Money that a business receives from customers from selling its goods and services. This is sometimes called revenue.
Sales	A term used for stealing
Pilferage	The amount of money a business makes after taking all its costs into consideration

Put a cross in **one** box to indicate your answer.

E9 A business wants to reduce its costs.

Which of these would save the business money?

- Extended opening hours
- Consistent portion control
- Creating a new business logo
- Generating more repeat business

(Total for Question 9 = 1 mark)

Task Ten- Managing cost continued

E11 Explain **two** ways in which pilferage can affect a restaurant's gross profit.

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(Total for Question 11 = 4 marks)

E12 A rise in the National Minimum Wage will mean a business has to pay its staff more money. This will increase its costs.

Explain **three** other likely impacts on a hospitality business of this increase in the National Minimum Wage.

1.....
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2.....
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3.....
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(Total for Question 12 = 6 marks)

Task Eleven- Staff policies

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It is important to have staff policies in place to protect the staff and the employer.

1. Write a definition for each key term:

a) Disciplinary procedure

b) Grievance policy

E10 Most large businesses have a grievance policy for their staff.

Explain **one** advantage to a business of having a grievance policy.

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(Total for Question 10 = 2 marks)

Task Twelve- Recruitment

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Paul and Jane Davis have just bought their second hotel, the *White Oleander Hotel*. They plan to refit it in a similar way to their first hotel. Their objective is to achieve 5 star luxury status for the *White Oleander Hotel*. However, it has proved difficult to recruit the right staff to deliver this luxury level of service, despite extensive local advertising. The owners currently buy their supplies from a small cash and carry but, due to the business expanding through the purchase of a second hotel, they have decided to change to using a large wholesaler for future supplies.

Use the information given above to answer Questions 13-17 below.

E13 Paul and Jane have decided to use a staffing agency to contract staff.

Give **two** ways in which a staffing agency will help them to recruit the right staff.

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2.....
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(Total for Question 13 = 2 marks)

Task Thirteen- Managing cost

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E14 Give **two** ways in which a bank can help Paul and Jane with their business.

1.....

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2.....

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(Total for Question 14 = 2 marks)

E15 Switching to a large wholesaler can potentially reduce the cost of supplies.

Explain **two** other potential benefits to Paul and Jane's business of moving to a large wholesaler.

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2.....

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(Total for Question 15 = 4 marks)

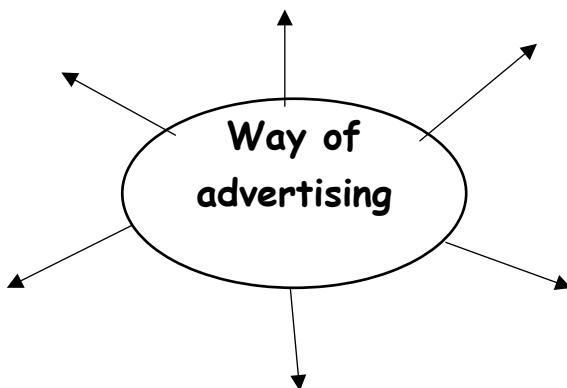
Task Fourteen- Advertising

Signed by parent.....

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1. Why do businesses need to advertise their company?

2. Identify ways that a business could advertise their company.



E16 A website can be used to attract new customers.

Give **two** other ways in which Paul and Jane can use a website to benefit their business.

1.....

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2.....

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(Total for Question 16 = 2 marks)

Task Fifteen- Environmental concerns

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E17 Paul and Jane have carried out some market research on customer opinions of the new hotel. The research shows that customers are concerned about environmental issues. Discuss the issues for the *White Oleander Hotel* in balancing being a successful business with addressing customer environmental concerns.

(Total for Question 17 = 8 marks)

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