




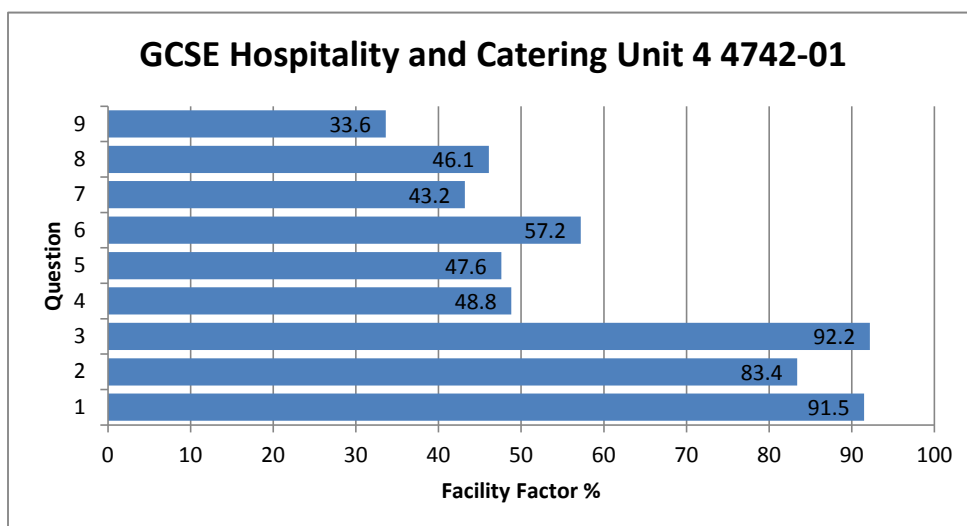


## GCSE Hospitality and Catering Unit 4 4742-01

All Candidates' performance across questions

						
Question Title	N	Mean	SD	Max Mark	FF	Attempt %
1	4048	2.7	0.6	3	91.5	100
2	4038	2.5	0.8	3	83.4	99.8
3	4040	2.8	0.6	3	92.2	99.8
4	4044	2	1.3	4	48.8	99.9
5	4048	5.7	2.3	12	47.6	100
6	4047	8	2.8	14	57.2	100
7	4048	6	2.9	14	43.2	100
8	4043	5.1	2.3	11	46.1	99.9
9	4023	5.4	3.2	16	33.6	99.4



- (c) Many of the food outlets will be serving 'fast food'.

Describe the main features of the **food** and **service** of a fast food outlet.

[6]

- (i) food

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- (c) Many of the food outlets will be serving 'fast food'.

Describe the main features of the **food** and **service** of a fast food outlet.

[6]

- (i) food

The main features of fast food is that it is ~~are~~ cooked quickly. The food is highly preferred by customers as it is full of flavour but is unhealthy as it is deep fried. There is a variety of food to choose from. It is usually finger/handheld food. - No cutlery.

- (ii) service

Service is quick as the food is made quickly. It is quick as there is different job roles of the staff such as some will be taking orders at the till, others will be making the food and other staff will be cleaning. The customers order their food at the till and pay.

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010005



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- (c) Many of the food outlets will be serving 'fast food'.

Describe the main features of the **food** and **service** of a fast food outlet.

[6]

(i) food

The food served at a fast food outlet tend to have very few thrills and are usually food that can be cooked quickly, for example a burger, chicken or a warm ~~sandwich~~ sandwich it is normally served on in a ~~food~~ paperboard container along with fries a side and a fizzy drink.

(ii) service

Fast food service is still responsible for having good customer care, The service is usually at a counter and is under a 2 minute wait. Fast food usually has an option of eating in or taking away and wont have cutlery, napkins or table clothes on the table. There is a counter where you can collect condiments and you are expected to clear your rubbish from your table as you leave.

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- (c) Many of the food outlets will be serving 'fast food'.

Describe the main features of the **food** and **service** of a fast food outlet.

[6]

- (i) food

The food is high in fat and is usually cooked in fat/fryers. Also the food is high in salt. It is usually processed food. Fast food outlets usually sell foods such as burgers, fries, fried chicken and chicken nuggets. It is usually unhealthy food but some provide salads and water. There are usually high sugar beverages such as coke and lemonade but they do usually sell teas and coffees as well.

- (ii) service

The service is quick. Low skill level employees can do it. It is usually a counter service where people queue and pay at a cash register. Staff are usually very friendly, and menus are usually on boards around the outlet, so customers have easy access to them. Service is efficient/beneficial to both the customer and outlet. It is beneficial to the customer because it's quick and not time consuming, this also means the outlet makes more money more quickly.





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7. **Customer Care** is one of the most important aspects of a successful hospitality business.

(b) Explain how an organisation can measure customer satisfaction.

[4]

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[4]

- Ensuring that customers are happy.
- Have a ratings function.
- Have a comments box.
- Ask the customer.



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(b) Explain how an organisation can measure customer satisfaction.

[4]

An organisation can measure customer satisfaction by handing out surveys and looking at the feedback. They could also ask the customer what they thought and if they enjoyed the experience, for face-to-face feedback. By measuring <sup>see</sup> customer satisfaction they are able to ~~tell~~ what it is <sup>that</sup> ~~what~~ they're doing right and what needs to be improved. If they improve it then the customer satisfaction would also improve.



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[4]

Organisations can measure customer care by providing online questionnaires or comment blogs where guests can review their experience. Staff can listen to verbal feedback given by the customer and take into account what they think. Customers can be given paper comment cards to state what they enjoyed, what can be improved on and rate the experience that they have had.



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(c) Discuss how the hotel can ensure the safety of their guests during the evening.

[6]

only

The hotel should conduct a risk assessment of the venue/room of the event. This is so they can assess possible hazards that can occur and prevent them. There should be a fire exit door near the room and the guests should be aware of this at the event. There should also be a fire extinguisher in the room of the event in case of a fire. Any loose wires should not be kept in the way of the guests. They should be out of the way to prevent guests tripping. Any cables/cables should not cover the floor so guests do not trip and hurt themselves. The room should of been cleaned meaning there is no objects for guests to hurt/trip on. The layout of the room should also be considered.\* This is so there is enough space for the guests to move around.  
\* For example, not putting the tables close together.

END OF PAPER



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END OF PAPER



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Turn over.

(c) Discuss how the hotel can ensure the safety of their guests during the evening.

[6]

The hotel can ensure the safety of the guests during the evening by showing them the procedure for evacuation in the event of a fire and highlighting the nearest fire exit. They should ensure they have fully trained first aid personnel on site. They must make sure the CCTV is working fully and are able to note any suspicious circumstances. As there will be a disco, they should ensure any spillages are cleared up quickly and tables moved away for space; or a separate room used.

The food served should be fully cooked + very hot; it must be clearly labelled or the contents explained so as not to affect any guests with allergies.

END OF PAPER



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Turn over.



(c) Discuss how the hotel can ensure the safety of their guests during the evening.

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During the evening, guests should be safe. The hotel can ensure the room is a suitable size for the amount of people so there is no overcrowding. They need to complete a risk assessment prior to the event. They should inform guests clearly upon arrival of the fire drill in case a fire was to occur. They should provide wheelchair access if it is required. When setting the table, no table cloths should be trailing on the floor as this could lead to guests tripping. Sharp objects such as knives should not be placed on the edges of the table as they could fall and ~~damage~~ hurt someone. If there is any spillages it should be cleaned immediately to prevent falling or have a clear wet floor sign.



END OF PAPER



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[6]

Examiner  
only

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END OF PAPER

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Turn over.