

Qualification title: Level 2 Technical Award in
Cookery and Service for the
Hospitality Industry



Exam title: Level 2 Cookery and Service for the
Hospitality Industry - Theory exam

Series: June 2017

1
State four sub-industries that make up the hospitality industry. (4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none">• Hotels.• Cruise ships.• Passenger transport (eg planes, trains).• Restaurants.• Pubs, bars and nightclubs.• Contract food service providers.• Service sector catering (eg schools, care homes).• Membership clubs.• Events.• Holiday parks.
Total marks: 4

2
State four employability skills required in the role of a barista. (4 marks)
Answer: 1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none">• Customer service skills.• Technical skills – preparation and service of beverages.• Communication skills – verbal, non-verbal.• Product and service delivery – e.g. promoting products, processing payments.• Promote safe and secure work environment - Cleaning and maintaining the work area.• Team working.• Personal behaviours – e.g. reliability, punctuality, attitudes.
Total marks: 4

3
<p>Explain the external factors that influence the profitability of a hospitality business. (5 marks)</p>
<p>Answer: 1 mark each for any of the following, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • Political – changes to/implementation of legislation that control the costs incurred by a hospitality business (1), local initiatives/controls, e.g. government restrictions on diets (1), terrorism/country-wide conflict e.g. that reduce tourist market, demographic of clients (1). • Social – lifestyle changes and beliefs of customers, e.g. demand for changing menu requirements, nutritional requirements (1); current trends e.g. where to eat, in places to visit (1). • Economics – disposable income affected by interest rates will impact on target market (1), exchange rates for overseas visitors will impact on tourist market (1). • Technological – influences of development of internet marketing to allow better view of target markets (1), apps for ordering/booking meals/accommodation open up opportunities for diversified business (1); social media – instantaneous feedback on service levels affects reputation, thus profitability (1). • Major events – large events taking place in locality affect demand for accommodation, restaurant and bar trade (1).
Total marks: 5

4
<p>Describe how the media influences trends within the hospitality industry. (5 marks)</p>
<p>Answer: 1 mark each for any of the following, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • Raised awareness of a business through reviews (1) which results in an increase in public scrutiny and can increase demand or break reputation (1). • Increased interest through TV programmes, cookery programmes –, places to eat, and cookery courses (1) awareness creates demand for specific requirements (1). • Career opportunities (1) through being inspired through media reports, TV programs (1) • New developments in an area provide opportunities for growth (1). • Poor reviews relating to hygiene standards (1) customer complaints/incidents result in a decline in business (1) • Bad publicity on working conditions (1) can result in skills shortages (1). • Increased awareness of nutritional interest/healthy eating/waste management (1) influences what consumers want/expect (1).
Total marks: 5

5	
a) State two ways in which social media is used by the hospitality industry.	(2 marks)
b) Describe the impact of social media on the hospitality industry.	(4 marks)
Answer:	
a)	
1 mark each for any of the following, to a maximum of 2 marks:	
<ul style="list-style-type: none"> • To promote products/brands. • To communicate with customers. • To access/target different customer demographics. • To share instantaneous information. • To reduce marketing costs/maintain efficiencies. 	
b)	
1 mark each for any of the following, to a maximum of 4 marks:	
<ul style="list-style-type: none"> • Marketing – reduced marketing costs than traditional methods (1); ability to target specific demographics (1). • Instant feedback – allows instantaneous/reactive feedback (1) so complaints can be dealt with more rapidly – improving retention rates (1). • Reputation – increased responsibility to protect reputation, traceability, digital footprint (1) • Profiling – better understanding of customer demographics (1) allow key market groups to be targeted (1). • Misuse – open to misuse from customers (false reporting), (1) can lead to lack of confidence more broadly (1); legal implications of personal data (1). • Legal implications – increased staff training (1) to ensure communication meets legal requirements (1). 	
Total marks: 6	

6	
How does the Weights and Measures Act impact on a Hospitality business.	(2 marks)
Answer:	
1 mark each for any of the following, to a maximum of 2 marks:	
<ul style="list-style-type: none"> • Manages measurement of drinks sold in the bar. • Weight of food items prepared, cooked and served for the menu. • Sets customer expectation. 	
Total marks: 2	

Evaluate the impact that changing customer expectations have had on the UK hospitality industry.

(9 marks)

Answer:

Indicative content:

Candidate's discussion may include, but is not limited to, the impact of the following changing customer expectations:

- Change in nutrition/health requirements of meal options.
- Lifestyle changes – when people eat, where people eat, how people eat.
- Social impacts.
- Government initiatives; legislation.
- Environmental expectations.
- Ethical considerations.
- Social media and changing technologies – increasing demand.
- Disposable income.
- Work/life balance time, priorities.
- Cultural changes.
- Demographic changes.
- Styles of service; diversification of products and services.
- Diversity of workforce; multicultural workforce.
- Level of training.
- Complaint handling.
- Change in sub-sectors, and diversification of establishments.
- Global travel; internationalised menus; better access to ingredients.
- Greater awareness of food styles and opportunities.

Band 1 (1-3 marks)

Basic evaluation, with a limited range of factors identified that illustrate a headline understanding of what constitute customer expectations. Points raised were unclear and often inaccurate or irrelevant, or not contextualised to the hospitality industry. Limited or no links have been made between the factors identified, and the impact on the hospitality industry. Candidate focus is limited to a single aspect of the hospitality industry. Limited or no conclusions drawn.

Band 2 (4-6 marks)

Detailed evaluation, with a range of factors identified that show a firm understanding of the changes in customer expectations and how this is causing issues for the hospitality industry. Identified some of the key causes of the issues. Linkages between change of customer expectation and impact on the hospitality industry are well considered and clear. A range of hospitality sub-sectors are considered. Some evidence of a conclusion made, with some rationalisation made of the extent of impact of different factors.

Band 3 (7-9 marks)

Comprehensive and clear evaluation made, that is well-considered and balanced. Fully integrates links between a suite of changing customer expectations, and the varied impact that they have on the breadth of sub-sectors of the hospitality industry. A clear conclusion is made, that shows a fully justified rationalisation of the extent of different impacts, alongside consideration of impacts wider than customer expectations, e.g. an understanding of the pros and cons of investment and output (e.g. diversification for changing customer need can be detrimental to business/profit).

Total marks: 9

8
Describe each of the following production methods and one situation when each would be the most suitable production choice.
a) Call order. (2 marks)
b) Cook and hold. (2 marks)
c) Cook chill. (2 marks)
Answer:
a) 1 mark each for any of the following, to a maximum of 2 marks:
<ul style="list-style-type: none"> • Food is cooked to order, e.g. breakfast, steak bar (1); or when using fresh ingredients in relatively small numbers (1).
b) 1 mark each for any of the following, to a maximum of 2 marks:
<ul style="list-style-type: none"> • Food is cooked and held to be served to a large party at a single point (1), e.g. when cooking for large parties/numbers (1); or for a set/limited menu (1) – e.g. conferences, banquets, set functions, school meals.
c) 1 mark each for any of the following, to a maximum of 2 marks:
<ul style="list-style-type: none"> • Where food is centrally produced and vacuum-packed and regenerated at service point (1), e.g. school meals, branded pub meals, hospital meals, airlines (1).
Total marks: 6

9	
a) Name one example of a food from each of the following identified allergens.	
i) Cereals.	(1 mark)
ii) Tree nuts.	(1 mark)
iii) Crustaceans.	(1 mark)
iv) Molluscs.	(1 mark)
b) Describe how a restaurant can provide allergen information to meet legal requirements.	(4 marks)
Answer:	
a)	
i)	
1 mark each for any of the following, to a maximum of 1 mark:	
• Cereals – wheat, rye, barley, oats.	
ii)	
1 mark each for any of the following, to a maximum of 1 mark:	
• Tree nuts – almonds, hazelnuts, walnuts, cashews, pecan, Brazils, pistachios, macadamia nuts.	
iii)	
1 mark each for any of the following, to a maximum of 1 mark:	
• Crustaceans - crab, lobster, crayfish, shrimp, prawn.	
iv)	
1 mark each for any of the following, to a maximum of 1 mark:	
• Molluscs – mussels, oysters, squid.	
b)	
1 mark each for any of the following, to a maximum of 4 marks:	
• Staff training to provide up to date information to ensure staff understand allergens, and the risks, controls and consequences (1).	
• Staff briefings to provide menu information, so staff can inform customers with confidence and accuracy (1).	
• Written allergen information on menus, so that customers have transparency with the products they are able to select and consume (1).	
• Signposting on menus/pictorial information to provide information to overcome language barriers, particularly with high risk allergens (1).	
• Signposting allergen information for staff to provide constant reminders around risks of e.g. cross-contamination (1).	
• Allergen menu folder – menu specifications, ingredients labels, identifying hidden allergens (e.g. from convenience stocks) (1).	
• Question customers to identify specific information and respond to specific questions, providing accurate information (1).	
Total marks: 8	

10
A hospital is planning a menu.
a) State four factors that need to be considered to meet the dietary needs of patients. (4 marks)
b) Explain the importance of each factor identified in a) (4 marks)
Answer:
a)
1 mark each for any of the following, to a maximum of 4 marks:
<ul style="list-style-type: none"> • Balanced dishes. • Food intolerances. • Allergens. • Religious dietary requirements. • Cultural requirements. • Special diets.
b)
1 mark each for any of the following, to a maximum of 4 marks:
<ul style="list-style-type: none"> • Balanced dishes to aid health recovery, or provide nutrition (1). • Food intolerances – to avoid causing discomfort or illness, or prolonging illness (1). • Allergens - to avoid allergic reactions, anaphylactic shock (1). • Religious dietary needs – to show respect for individual needs (1). • Cultural requirements – to show respect for individual needs (1). • Special diets are provided for medical conditions – to aid recovery (1).
Total marks: 8

11
Explain why vegetables are diced in the production of a stew. (4 marks)
Answer:
1 mark each for any of the following, to a maximum of 4 marks:
<ul style="list-style-type: none"> • To manage presentation (1) for visual appeal (1). • To manage suitability for consumption (1) through the provision of bite-sized pieces (1). • To maintain consistency and balance with other ingredients (1); to ensure even cooking, for suitability of serving (1). • To ensure portion control (1) to manage cost-effectiveness of production (1).
Total marks: 4

12	
Explain the benefits of each of the service styles.	
a) Single point in a fast food outlet.	(3 marks)
b) Gueridon in a fine dining restaurant.	(3 marks)
Answer:	
a)	
1 mark each for any of the following, to a maximum of 2 marks:	
<ul style="list-style-type: none"> Maximises speed of service so promotes the ability to serve large numbers of customers (1); so labour efficient (1), low-cost service method (1); reduced technical skills needed for serving staff (1). 	
b)	
1 mark each for any of the following, to a maximum of 4 marks:	
<ul style="list-style-type: none"> Demonstrates high level technical skills of staff, thus promoting restaurant image (1); provides customer interaction, so develops rapport and customer retention (1); visual, so provides theatre/showcase, enhancing the dining experience – exceeding customer expectations (1); allows individual customer needs to be met by taking specific needs into account (1). 	
Total marks: 6	

13	
a) State the glassware used for serving each of the following drinks.	
i) Champagne.	(1 mark)
ii) Fruit smoothie.	(1 mark)
iii) Brandy.	(1 mark)
b) State the classic accompaniments served with a Gin and Tonic.	(1 mark)
Answer:	
a)	
i)	
1 mark each for any of the following, to a maximum of 1 mark:	
<ul style="list-style-type: none"> Flute glass. 	
ii)	
1 mark each for any of the following, to a maximum of 1 mark:	
<ul style="list-style-type: none"> High ball glass. 	
iii)	
1 mark each for any of the following, to a maximum of 1 mark:	
<ul style="list-style-type: none"> Brandy balloon. 	
b)	
1 mark each for any of the following, to a maximum of 1 mark:	
<ul style="list-style-type: none"> Ice and lemon. 	
Total marks: 4	

A hotel is catering for an awards evening function where 100 guests will be attending a celebration dinner.

Discuss the steps that the kitchen team need to take to ensure the function is a success.

(9 marks)

Answer:

Indicative content:

- Type of commodities to be used – fresh / convenience.
- Production method – centralised/conventional/ cook and hold.
- Dietary requirements – special diets, allergens.
- Technical skills – cooking methods.
- Service style/methods.
- Safe working practices.
- Legislation adherence.
- Portion control.
- Waste management.
- Quality control.
- Temperature control.
- Liaison with front of house team.
- Liaison with third parties contributing to the event.

Band 1 (1-3 marks)

Basic one sided discussion, with few examples used to illustrate a clear understanding of the industry and the considerations needed for the given scenario. The limited considerations highlighted generally have limited or no relevance to the overall impact of the success of the event. Candidate focuses their answer on a specific role within the kitchen team, thus limiting the depth of their overall response. No rationale/conclusion shown as to how the success of the event can be managed.

Band 2 (4-6 marks)

Detailed discussion that focuses on a small range of specific considerations, with the impact of some of the considerations highlighted. Answer is largely focused on the kitchen team, incorporating all roles – but with limited recognition of the wider team. Suggests some potential control measures or actions to manage the impact of the considerations. Some evidence of a conclusion made, with some rationalisation made of the extent of management of different factors on the overall success of the event.

Band 3 (7-9 marks)

Comprehensive and clear discussion, that is well-considered and balanced. Fully integrates links between a suite of different considerations, and the varied impact that they have on the potential success of the event. Comprehensive understanding of the kitchen team, clearly linked to all other potential parties involved in the event. A clear distinction made between the client and the guest. Discusses controls to manage/limit the impacts outlined, highlighting contingencies and providing some distinction between the impacts of different control measures. Distinguishes effectiveness with appreciation of broader impact (E.g. impact vs cost). A solid conclusion reached that rationalises the impact of considerations and manages the success of the event.

Total marks: 9