

BIIAB LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY (PROFITABLE BUSINESS PORTFOLIO)

Unit 4: Customer Service Procedures

Specimen Questions

The specimen examination questions contained in this publication are representative of the type of questions used to assess candidates taking the open book test or written examination paper for this qualification.

A marking scheme for each of these questions is shown on the last page of this document.

Each unit of the Diploma in Licensed Hospitality (Profitable Business Portfolio) is assessed in two parts:

- 1) Part A The Open Book Test
- 2) Part B The Written Examination Paper.

Part A The Open Book Test

The Open Book Test consists of five short questions and is marked out of 20 marks. It accounts for 50% of the whole assessment. Candidates need to obtain 10 marks out of 20 in order to pass.

Part B The Written Examination

The examination paper consists of 10 questions. Candidates are given 1 hour to complete the paper. The examination accounts for 50% of the whole assessment. The examination paper is marked out of 40 marks and candidates will need to obtain 20 marks to pass.

LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY

Specimen Questions

Question 1

The Rose and Crown is a town centre pub close to a flourishing shopping centre. On most Saturday lunch times there is brisk trade from shoppers as well as from football fans on their way to the local match.

- A For each of these groups of customers (shoppers and football fans), identify a need which the Rose and Crown could satisfy. **2 marks**
- B Suggest **one** service for each group of customers that the manager of the Rose and Crown could provide that would exceed these customers' expectations. **2 marks**

Question 2

The manager of the Golden Peacock restaurant has taken a dinner booking for a party of 20 customers. In the party there are seven wheelchair users.

- A Identify **two** key Moments of Truth for the customers' service journey. **2 marks**
- B Outline **two** ways service at the restaurant could be developed to meet the needs of this particular group of customers. **2 marks**

Question 3

Leading by example and team involvement are essential for implementing an improvement cycle to achieve service excellence.

- A Explain how "leading by example" is essential in achieving service excellence. **2 marks**
- B Explain how "team involvement" is essential in achieving service excellence. **2 marks**

LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY

Marking Scheme

The following answers to Questions 1-3 are not exhaustive and examiners are instructed to give credit to valid answers, which are not specifically mentioned here.

Question 1

Assessment Criteria 1.4

Outline the difference between customers' needs, wants and expectations.

- A Shoppers – any **one** of the following:
- basic need for rest/to sit down **1 mark**
 - clean toilets **1 mark**
 - good beer **1 mark**
 - bar snacks **1 mark**
 - somewhere warm if it is cold outside etc **1 mark**
- (maximum of 1 mark)**
- Football fans – any **one** of the following:
- speed of service **1 mark**
 - clean toilets **1 mark**
 - good beer etc **1 mark**
- (maximum of 1 mark)**
- B Shoppers – any **one** of the following:
- table service **1 mark**
 - free biscuits with coffee **1 mark**
 - space to put shopping etc **1 mark**
- (maximum of 1 mark)**
- Football fans – any **one** of the following:
- satellite TV **1 mark**
 - footage of their own team **1 mark**
 - local newspapers **1 mark**
- (maximum of 1 mark)**

LEVEL 3 DIPLOMA IN LICENSED HOSPITALITY

Question 2

Assessment Criteria 2.1

Analyse the Customer Service Journey and identify which customer needs, wants and expectations are important at each stage.

- A Any **two** of the following:
- | | |
|--|--------|
| On arrival – access to the restaurant | 1 mark |
| Access to and comfort at the table | 1 mark |
| Ease of access to toilets and other facilities | 1 mark |
- (maximum of 2 marks)
- B Any **two** of the following:
- | | |
|--|--------|
| Ensure ramps are in place outside (and inside) the venue | 1 mark |
| Provide a dedicated service team for the group | 1 mark |
| Place the table within easy access of other facilities | 1 mark |
| Parking arrangements near entrance to restaurant | 1 mark |
- (maximum of 2 marks)

Question 3

Assessment Criteria 5.3

Explain the importance of leading by example and discuss team involvement in producing, implementing and maintaining an effective improvement cycle to build on service excellence.

- A Any **two** of the following:
- | | |
|---|--------|
| Managers/supervisors clearly setting the standard of service required in the business | 1 mark |
| Attitudes and behaviour of managers/supervisors demonstrating commitment to business vision and goals | 1 mark |
| Action of managers/supervisors demonstrate a service culture | 1 mark |
- (maximum of 2 marks)
- B Any **two** of the following:
- | | |
|---|--------|
| Team members gain ownership of service standards and understand their role in achieving standards | 1 mark |
| They get a buzz from working together which helps to raise standards and performance | 1 mark |
| Individuals appreciate their own input and importance in the team's achievements | 1 mark |
| Team members' views are recognised and help in the process of evaluation and improving business practices | 1 mark |
- (maximum of 2 marks)