## AC1.4 Explain factors affecting the success of hospitality and catering providers

3.	A successful menu will provide customers with a variety of choices.		
	(a)	State three points to consider when planning a menu.	[3]
		(i)	
		(ii)	
		(iii)	
Hc	spit	ality Summer 2012)	
7.	Cust	omer Care is one of the most important aspects of a successful hospitality business.	
	(a)	State what you understand by the term 'Customer Care'.	[2]
	(b)	Explain how an organisation can measure customer satisfaction.	[4]
	•••••		

(Hosp	vitality Summer 2014)	
(c)	Good team work is important. Discuss the benefits of effective teamwork to the successful running of a hotel. [6]	
	oitality Summer 2014)	
6.		
(ii)	Good customer care during their stay will encourage guests to return.  Explain what is meant by <b>good customer care</b> .  [2]	
(Hosp	vitality Summer 2015)	
9.		
(d)	For the party to be a success, staff will need to demonstrate good teamwork. Describe the benefits of effective teamwork. [6]	
(Hosp	itality Summer 2016)	
3.	(a) Give three reasons why customer care is important.	[3
	(i)	
	(ii)	
	(ii)	
	(iii)	

......

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[2]

(b) State two ways in which a hotel can measure customer satisfaction.

## (Hospitality Winter 2012)

7.

(b) Evaluate the importance of providing a reliable service to customers. [4]

(Hospitality Winter 2013)