



ICM

SEPTEMBER 2015

FUNDAMENTALS OF THE HOTEL & CATERING INDUSTRY

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
- b) Answer any FIVE questions
- c) All questions carry equal marks. Marks for each question are shown in []
1. A hotel will have been constructed in a particular location because of a range of influencing factors.
- a) Discuss to what extent EACH of the following may influence a hotel's location:
- i Transport
 - ii Holiday markets
 - iii Economic activity
- [10]
- b) Describe the criteria that will place a hotel into EACH of the following categories:
- i Luxury hotel
 - ii Resort hotel
 - iii Commercial hotel
 - iv Residential hotel
 - v Transit hotel
- [10]
2. Identifying a market and promoting a hotel is the predominant role of a marketing manager.
- a) Examine the hotel as a Total Market Concept under EACH of the following elements:
- i Facilities
 - ii Service
 - iii Image
 - iv Price
- [12]
- b) Discuss the needs of different hotel users and the disposable income they have as a basis for hotel market segregation.
- [8]
3. Income is vital to the survival of a hotel, with accommodation generating the greatest proportion of sales.
- a) Explain how EACH of the following activities may increase hotel sales whilst satisfying guests' needs:
- i Uniformed services
 - ii Reception
 - iii Housekeeping
- [12]
- b) Identify services, in addition to the cleaning of public and guest rooms, that may be offered by the housekeeping department.
- [8]
4. An efficient control system will ensure that an adequate supply of food and beverage commodities is available and of the best quality when needed.
- a) Discuss activities that occur at EACH of the following stages of the production cycle:
- i Purchasing
 - ii Receiving
 - iii Storing
- [15]
- b) Specify categories into which hotel food stores may be divided.
- [5]
5. Depending upon the size of the hotel, a manager in the hospitality industry will be responsible for a number of staff, possibly spanning a wide range of departments.
- a) Compile an organisation chart for a large hotel, identifying departments and levels of management, and indicating the span of control in EACH department.
- [15]
- b) State ONE advantage and ONE disadvantage in the use of an organisation chart.
- [5]
6. Marketing aims to provide a quality product at an acceptable price when needed. Examine features associated with the marketing of hotels.
- [20]

continued overleaf

7. The ability to correctly interpret information provided in accounts statements will greatly improve control and assist with planning.
- a) Examine information that a profit and loss statement will be expected to contain. [10]
 - b) Discuss who will benefit from receiving a copy of the latest profit and loss statement. [5]
 - c) Compare the frequencies with which a profit and loss statement may be prepared to the frequency with which a balance sheet may be prepared. [5]
8. Branded hotels operating within a competitive market will constantly review the manner in which their establishments are managed.
- a) Explain how the administration of a hotel managed under management contract will differ from that operated under a franchise agreement. [5]
 - b) Examine advantages that a hotel group can expect as a result of its larger size. [15]