



ICM

SEPTEMBER 2015

HOSPITALITY MANAGEMENT

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 []
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- 1. The hospitality industry is grouped into sectors by the Standard Industrial Classification and the accommodation sector is further classified according to the type of accommodation offered. Examine characteristics that are common to all types of accommodation under EACH of the following aspects:
 - a) Fixed costs
 - b) Variable costs
 - c) Fixed nature of premises
 - d) Extra services provided [20]
 - 2. Hotels are rated under a set of common quality standards determined by the inspecting authority. Examine a hotel grading system with which you are familiar, and explain how the grading classification will operate. Specify the criteria by which hotels are graded, and identify the organisation that administers the grading scheme. [20]
 - 3. Feasibility studies are an integral part in the planning and development stages of a project.
 - a) Discuss the benefits of a feasibility study. [10]
 - b) Identify aspects that will be found in a feasibility study. [10]
 - 4. A range of issues affecting the construction and operation of a new hotel will need to be considered by the hospitality manager during the early stages of a building project.
 - a) Examine information required to prepare an outline design brief for a proposed hotel. [10]
 - b) Identify job titles and duties of professionals that will be appointed to assist a client in the design and construction of an intended hotel. [10]
 - 5. Equipment manufacturers and suppliers accompany new purchases with guidelines on how to keep the equipment in efficient working order.
 - a) Differentiate between routine maintenance, preventative maintenance and scheduled maintenance. [15]
 - b) Explain how a recycled inventory differs from a non-recycled inventory, and give an example of EACH. [5]
 - 6. Whenever food is selected and consumed, the customer has a right to expect it to be safe to eat. Construct a programme of training sessions for a food hygiene training course for food preparation staff, indicating topics that would be covered during EACH of the training sessions. [20]
 - 7. The hospitality manager is expected to maintain constant supervision over a control system to ensure it functions correctly.
 - a) Discuss the requirements of a food and beverage control system. [10]
 - b) Outline the checking procedures that should take place when a consignment of food is delivered to a hotel. [5]
 - c) Identify how food stores requisitions may be effectively controlled. [5]
 - 8. A contract between a catering company and a client will usually allow for regular financial reviews after agreed periods of time.
 - a) Differentiate between a catering contract tendered on a fixed-fee system and a catering contract tendered on a cost-plus terms basis. [15]
 - b) Explain why contract catering companies have increased their share of the market in recent years. [5]