



DECEMBER 2016

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. Accommodation guides will often list hotels according to the category of hotel in which it has been classified.
 - a) Describe how the characteristics of a resort hotel may differ from a city hotel in EACH of the following aspects:
 - i Location
 - ii Client
 - iii Purpose of visit
 - iv Length of stay
 - v Range of facilities

[10]
 - b) Explain, with examples, how the location and actual position of a hotel is influential to the way that the hotel may be classified.

[10]
 2. There are varying degrees of adaptability and flexibility in the total market concept, ranging from the complete fixity of its location to the relative flexibility of price.
 - 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. For reasons of security and confidentiality, staff working in the front office should ensure that documentation relating to guests is kept out of view of guests.
 - a) Examine FIVE records that a hotel front office will maintain during a guest's stay, identifying information that is held on EACH record.

[10]
 - b) Throughout a guest's stay, the hotel front office will usually be the prime source of information. Discuss what information the guest can expect staff to provide.

[5]
 - c) Hotel guests may spend up to one-third of their stay in their room. Describe characteristics of a hotel bedroom that will influence customer satisfaction.

[5]
 4. It is essential that food and beverage commodities are controlled and stored correctly under the right conditions.
 - 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. Manpower planning ensures that current and future human resource needs are carefully assessed. Examine factors that will influence the number of employees in a hotel.

[20]
 6. It has been said that today's hotel manager recognises that training in marketing is one of the primary requirements for success. Examine features associated with the marketing of hotels.

[20]

continued overleaf

7. The achievements of a hotel manager are generally based upon the ability to make a profit. [10]
- a) Examine information that a profit and loss statement will be expected to contain. [5]
 - 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. The increase in the size of hotel groups has evolved by organisations acquiring hotels in different locations and allocating them to a particular brand or group. Examine issues that a hotel group will have to consider to remain successful in a challenging market. [20]