



ICM

JUNE 2016

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 []
1. The socio-economic group to which the head of a family belongs will be a key determinant factor in the selection of the type of holiday and the destination chosen.
- a) Discuss the probable occupation of the head of the household for EACH of the following social groups:
 - i A – upper-middle class
 - ii B – middle class
 - iii C1 – lower-middle class
 - iv C2 – skilled working class
 - v D – working class[10]
 - b) Describe options available to a household when fiscal policy reduces the spending power of the consumer. [10]
2. The demand for all types of accommodation will be closely influenced by the demand for travel. Compare and contrast how the customer profile will differ across the categories of hotels, timeshare and caravan and camping, and suggest motivational factors that may attract customers to EACH category. [20]
3. Throughout the planning and the development stages in the construction of a hotel, a significant number of enquiries are carried out. Compare and contrast similarities and differences between a financial feasibility study and a market appraisal. [20]
4. The type of clientele will influence the amount of income that a hotel receives. Compare and contrast major characteristics that will differentiate the leisure traveller from the business traveller. [20]
5. Every manager in the hospitality industry is expected to have a basic understanding of the principles of marketing. Provide an explanation for EACH of the following terms:
- a) Marketing mix
 - b) Market segmentation
 - c) Marketing plan
 - d) Marketing response
 - e) Yield management
- [20]
6. Food sold for human consumption must be free from contamination.
- a) Examine issues that risk assessment should embrace to ensure that assured safe catering is implemented in a hospitality unit. [10]
 - b) Discuss how a hospitality manager may demonstrate that all due diligence has been taken in their particular establishment. [5]
 - c) Describe the circumstances under which an authorised officer may issue an enforcement notice to a hospitality manager. [5]
7. Diners are eating out at a wider range of establishments compared with two years ago, with the trend being led by young consumers.
- a) Discuss how restaurant chains may achieve consumer confidence. [8]
 - b) Compare the cook-chill food production system with the cook-freeze system. [4]
 - c) Describe the characteristics of the partie system used in a traditional kitchen. [8]

continued overleaf

8. The perception of quality service is measured by comparing the standard that was anticipated with the standard that was received. Examine service quality determinants that may be categorised under the following headings:
- a) Tangible facilities
 - b) Reliability consistency
 - c) Responsiveness willingness
 - d) Assurance knowledge
 - e) Empathy

[20]