



ICM

MARCH 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 []
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1. Some hotels are more easily classified than others, but all hotels are influenced by the demands of the market for which the hotel caters.
 - a) Explain how a transit hotel will differ from other types of hotel. [5]
 - b) Describe how a hotel may provide amenities for local residents. [5]
 - c) Discuss influences that contribute to determining the location of a hotel. [10]
 2. A hotel will generate derived demand through residents staying there for reasons other than for its own sake.
 - a) Discuss the main types of demand generating source which a hotel may experience. [10]
 - b) Describe the characteristics that will distinguish between various types of hotel guest. [10]
 3. The occupation of a room in a hotel presents an opportunity for an increase in sales throughout the hotel.
 - a) Differentiate between TWO main hotel activities that earn room revenue. [10]
 - b) Describe how the atmosphere in a hotel dining room may be changed. [10]
 4. Banqueting includes a wide range of occasions such as luncheon parties, conferences, weddings and dinner dances.
 - a) Discuss how banqueting may differ from other aspects of a food and beverage operation. [10]
 - b) Compare the advantages and disadvantages of having one central kitchen rather than a number of smaller units. [10]
 5. One function of a training department is to create and administer a suitable workforce.
 - a) Identify principal activities that a training manager in a hotel would carry out. [10]
 - b) Discuss the benefits that a hotel may expect as a result of implementing a training policy. [10]
 6. Achieving a higher level of productivity in a hotel will increase customer satisfaction.
 - a) Examine ways in which a hotel may achieve a higher level of productivity. [10]
 - b) Explain how computers increase productivity in hotels. [10]
 7. Technical services in a hotel may be the responsibility of a senior manager or sub-contracted out to an external provider.
 - a) Determine the categories of cost that may be included under 'Property Operation and Maintenance' costs. [10]
 - b) Discuss, with reasons, the main factors that will affect these costs. [6]
 - c) Explain how energy costs will be influenced by climate. [4]
 8. Hotels may be grouped within a restricted geographical area or distributed widely within a country. Examine issues that a hotel group will have to consider to remain successful in a challenging market. [20]