



# ICM

MARCH 2017

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. A number of dominant influences will help to determine the location of a hotel.
    - 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. The wide range of hotels adequately meets the differing needs of most travellers.
    - a) Examine the distinguishing characteristics of the main types of client that will make up a hotel's accommodation market. [10]
    - b) The use of hotels frequently represents derived demand, as guests rarely stay or eat in a hotel for its own sake. Describe the main types of hotel demand generating sources. [10]
  3. Components of the hotel accommodation function make a major contribution to the overall income generated in a hotel.
    - 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. A hotel manager is expected to have a good operational knowledge of the food and beverage aspect of the business.
    - a) Explain how an à la carte menu will differ from a table d'hôte menu. [6]
    - b) Identify THREE different levels of food service, and describe the unique characteristics of EACH type of service. [9]
    - c) Discuss why the control of food costs is more complex than the control of beverage costs. [5]
  5. Every hotel will operate within a recognised structure.
    - 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. 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]

*continued overleaf*

7. The holiday package chosen by a traveller will have been selected after information from different sources had been reviewed.
- a) Explain how the role of the official tourist organisation will differ from that of the tour operator. [10]
  - b) Hotel products are brought to the attention of the tourist through marketing promotions. Discuss various methods that may be used to develop the promotional mix. [10]
8. The successful hotel manager will continuously monitor the current financial situation of the hotel.
- a) Define the following financial terms:
    - i Current assets
    - ii Current liabilities
    - iii Equity
    - iv Fixed assets
    - v Gross profit [15]
  - b) Explain how a hotel manager may calculate whether a particular food item is being overstocked. [5]