



MARCH 2017

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. A major influence on accommodation offered across the hospitality industry is from the diverse demands of different types of clientele. Critically examine how the business travel market will differ from the leisure travel market. [20]
  2. A hotel grading scheme will categorise a hotel according to resources and facilities offered. 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. A hospitality manager may determine operational objectives and agree the direction a business has to follow.
    - a) Examine the process of planning and decision making at EACH of the following organisational levels:
      - i Corporate level
      - ii Business level
      - iii Operational level[9]
    - b) Explain the role of a mission statement. [3]
    - c) Discuss the factors that will have an influence on sales revenue. [8]
  4. There are a number of ways in which a building contract can be drawn up during the initial planning of a hotel.
    - a) Specify factors that will influence how a building contract may be agreed. [4]
    - b) Describe EACH of the following categories of contract or procurement methods:
      - i Lump sum
      - ii Cost reimbursement
      - iii Design and build
      - iv Management[16]
  5. Marketing involves relating the needs of consumer groups to products available.
    - a) Examine how a traditional approach to marketing focuses on the four P's. [12]
    - b) Describe how you would expect the marketing response of a hotel to react within a competitive environment. [8]
  6. The incidence of food poisoning outbreaks continues to cause concern for the hospitality industry. 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. 'Meal experience' is the phrase used to describe the encounter of eating out. Examine elements of the encounter with which a customer may come into contact during the meal experience. [20]
  8. The greater the pressure from an increase in the number of tourists, the more that demands are made on hospitality managers to protect the air, water, landscape and heritage of the destination. Discuss policies that hospitality managers may adopt to manage energy efficiently and to minimise the abuse of natural resources. [20]