



ICM

SEPTEMBER 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. The term 'hotel and catering industry' embraces the economic activity of undertakings which aim to satisfy the demand for accommodation, food and drink.
 - a) Explain how hotels are influential in EACH of the following aspects:
 - i Employers of labour
 - ii Outlets of products of industries not related to food and beverage production [8]
 - b) Describe how the characteristics of a resort hotel may differ from a city hotel in EACH of the following features:
 - i Location
 - ii Purpose of visit
 - iii Length of stay
 - iv Range of facilities and services [12]
 2. The demands and individual requirements of a hotel guest will be influenced by the reason for their visit.
 - a) Describe the needs that EACH of the following categories of customers may have on the services provided by the food and beverage department:
 - i Organised groups [4]
 - ii Non-residents [3]
 - iii Residents [3]
 - b) Compare and contrast characteristics that will distinguish between the following types of hotel guest:
 - i Holiday user [3]
 - ii Business user [3]
 - iii Other user [4]
 3. All hotels accept advance reservations or advance bookings for their rooms.
 - a) Discuss FIVE ways in which a traveller may reserve accommodation in a hotel, and identify ONE advantage for EACH method. [10]
 - b) Describe how a room reservation chart may differ from a room status board. [5]
 - c) Identify duties that may be carried out by front hall uniformed staff. [5]
 4. Most hotel revenue is from the sale of accommodation, food and drink, with overnight guests making additional demands on hotel services according to their needs.
 - a) Discuss extra services that may be provided for a guest that will generate additional income for a hotel. [10]
 - b) Identify support service departments in a hotel, and explain the specialist activities that may be provided by EACH of them. [10]
 5. The purpose of the human resource department is to create and administer a suitable working environment that will attract an effective complement of employees.
 - a) Describe activities that may be carried out by the human resource, or personnel, department in a hotel. [10]
 - b) Explain how the size, age and layout of a hotel will be influential on the number of staff employed there. [10]
 6. One cause of a change in profit is an alteration in costs. Examine how variable costs in a hotel may be reduced. [20]

continued overleaf

7. The financial department in a hotel may be regarded as providing a service to support the manager and all department heads.
- a) Specify information that may be found in an operating statement. [5]
 - b) Discuss the main operating ratios that are monitored during the day-to-day control of a business. [10]
 - c) Differentiate between departmental net profit and departmental gross profit. [5]
8. Branded hotels operating within a competitive market will constantly review the manner in which their establishments are managed.
- a) Explain how the administration of a hotel managed under management contract will differ from that operated under a franchise agreement. [5]
 - b) Examine advantages that a hotel group can expect as a result of its larger size. [15]