



HOSPITALITY MANAGEMENT

Monday 6th June 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Explain each of the following external factors and how each affects the hospitality industry:
 - (a) Political [5 marks]
 - (b) Economic [5 marks]
 - (c) Social/cultural [5 marks]
 - (d) Technological [5 marks]
2. Discuss the strategies that are used in the expansion of hotel businesses. [20 marks]
3. Describe the customer profile for each of the following accommodation types:
 - (a) Time share [10 marks]
 - (b) Caravan and camping [10 marks]
4. Discuss the factors that must be considered when planning hotel leisure facilities provision. [20 marks]
5. Discuss the factors which influence consumer spending in the hospitality industry. [20 marks]
6. Explain the way in which a hospitality manager can demonstrate due diligence in a food safety context. Use examples to support your explanation. [20 marks]
7. Explain the ways in which catering contracts are used in the hospitality industry. Use examples to support your explanation. [20 marks]
8. Explain **five** elements other than the menu which affect the meal experience in a restaurant. [20 marks]

END OF QUESTIONS