



# ICM

SEPTEMBER 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. One of the key determinant factors in the selection of the type of holiday and destination chosen will be the socio-economic group to which the head of the family belongs.
- a) Discuss the probable occupation of the head of the household for EACH of the following social groups:
    - i A – upper-middle class
    - ii B – middle class
    - iii C1 – lower-middle class
    - iv C2 – skilled working class
    - v D – working class[10]
  - b) Describe options available to a household when fiscal policy reduces the spending power of the consumer. [10]
2. The tourism industry has a major influence over the economy in those areas in which it flourishes.
- a) Examine key factors that will influence the pattern of consumer expenditure in the accommodation industry. [10]
  - b) Compare and contrast the role of the professional association with that of the trade association, and give ONE example of EACH. [10]
3. A feasibility study may be conducted to provide information on a proposed project.
- a) Examine how a feasibility study may be used by hospitality management. [6]
  - b) Specify aspects that will be considered in a feasibility study. [8]
  - c) Discuss aspects that may be considered when determining return on investment (ROI). [6]
4. Travellers can be divided into distinct groups, each group having a unique influence over the income received by a hotel. Compare and contrast major characteristics that will differentiate the leisure traveller from the business traveller. [20]
5. There is now a wider choice of leisure facilities available in hotels offering something for everyone to enjoy.
- a) Discuss reasons why hotels have made investments in the provision of leisure. [10]
  - b) Explain how the development of club membership facilities in respect of its leisure provision can increase hotel revenue. [5]
  - c) Outline the range of facilities that may be offered by a hotel as part of its leisure provision. [5]
6. The consumer is reassured the law requires food sold for human consumption to be free from contamination.
- a) Examine issues that risk assessment should embrace to ensure that assured safe catering is implemented in a hospitality unit. [10]
  - b) Discuss how a hospitality manager may demonstrate that all due diligence has been taken in their particular establishment. [5]
  - c) Describe the circumstances under which an authorised officer may issue an enforcement notice to a hospitality manager. [5]

*continued overleaf*

7. A hospitality manager will be expected to know how a food and beverage control system works. Discuss how an appreciation of EACH of the following would assist in the management of a hospitality outlet:
- a) Revenue analysis
  - b) Sales mix
  - c) Portion control
  - d) Purchasing specification
  - e) Stocktaking
- [20]
8. A catering contractor may be remunerated by a client through one of two main methods of payment.
- a) Differentiate between a catering contract tendered on a fixed-fee system and a catering contract tendered on a cost-plus terms basis.
  - b) Describe how food service management companies have increasingly diversified in recent years into additional areas as part of a total contract package.
- [14]
- [6]