



ICM

SEPTEMBER 2016

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 []
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1. Tourism demand is met by the marketing of a range of tourist services that are crucial to the industry.
 - a) Compare and contrast the function of a travel agent with that of a tour operator. [10]
 - b) Explain how a weak economy may influence patterns of holiday choice. [10]
 2. Tourism impacts on the economy of those areas in which it takes place.
 - 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. The hospitality manager will be aware that lower prices will increase the number of visitors attracted to their business.
 - a) Examine factors that need to be considered during the decision making process in respect of prices to charge for accommodation when estimating total revenue. [10]
 - b) Compare and contrast the backward pricing method with the cost-plus pricing method of determining prices. [10]
 4. A range of issues affecting the construction and operation of a new hotel will need to be considered by the hospitality manager during the early stages of a building project.
 - a) Examine information required to prepare an outline design brief for a proposed hotel. [10]
 - b) Identify job titles and duties of professionals that will be appointed to assist a client in the design and construction of an intended hotel. [10]
 5. The rooms division manager is responsible for coordinating the operational sections, or functional areas, within the rooms division. Examine FIVE functional areas within the rooms division and, for EACH area, describe its purpose and the role of the staff who work in that area. [20]
 6. Hospitality managers are required to show that their due diligence system is effective in operation. Examine how quality assurance may be established under EACH of the following headings:
 - a) Risk assessment
 - b) Due diligence
 - c) Codes of practice
 - d) Food hygiene training [20]
 7. The amount of control a hospitality manager will need to maintain is related to the size of the operation.
 - a) Discuss the requirements of a food and beverage control system. [10]
 - b) Outline the checking procedures that should take place when a consignment of food is delivered to a hotel. [5]
 - c) Identify how food stores requisitions may be effectively controlled. [5]
 8. There are two main methods by which catering contractors are remunerated by their clients.
 - a) Differentiate between a catering contract tendered on a fixed-fee system and a catering contract tendered on a cost-plus terms basis. [14]
 - b) Outline how food service management companies have increasingly diversified in recent years into additional areas as part of a total contract package. [6]