



FUNDAMENTALS OF THE HOTEL & CATERING INDUSTRY

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.



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ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. (a) Discuss the activities involved in hotel facilities management. [12 marks]
(b) Explain **two** reasons hotel facilities management is outsourced. [4 marks]
(c) Explain **two** factors that affect the property maintenance costs of a hotel. [4 marks]
2. ✓ (a) Describe the financial concerns of trade creditors. [4 marks]
(b) Explain the difference between departmental gross profit and departmental profit margin. [4 marks]
(c) Explain the method for calculating capital gearing and current ratio. [4 marks]
(d) Describe the contents of a hotel balance sheet. Use examples to support your description. [8 marks]
3. ✓ Discuss the ways in which a hotel can achieve higher levels of labour productivity. [20 marks]
4. Discuss the main aspects of the food production and selling stages of the food cycle. [20 marks]
5. ✓ Describe each of the following stages of the marketing cycle, using an example to support each explanation:
• Market research
• Product formulation and development
• Promotion
• Selling
• Monitoring and review [20 marks]
6. ✗ (a) Outline what must be included in a hotel's customer policy. [5 marks]
(b) Outline what must be included in a hotel's shareholder policy. [5 marks]
(c) Discuss the ways in which hotel policies are formulated and communicated. [10 marks]
7. ✓ (a) Describe the features that distinguish functions from other parts of the food and beverage operation. [10 marks]
(b) Describe the ways to change the atmosphere in a hotel dining room. [10 marks]
8. ✓ (a) Outline **two** ways a transit hotel differs from other types of hotels. [4 marks]
(b) State **four** ways a hotel provides amenities for local residents. [4 marks]
(c) Explain the factors that determine the location of a new hotel. [12 marks]

END OF QUESTIONS