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# HOSPITALITY MANAGEMENT

Tuesday 6<sup>th</sup> December 2022

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## 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) Outline the importance of **six** different types of accommodation in the hospitality marketplace. [12 marks]
- (b) Explain the reasons for the growth of demand in each of the following market segments:
- Single travellers
  - Female travellers
  - Short breaks
  - Green tourism
- [8 marks]
2. (a) Explain the similarities and differences between the role of the professional association and the trade association. Use an example of each within the hospitality industry to support your explanation. [10 marks]
- (b) Explain the role of technological advance in stimulating global demand for the hotel product. [10 marks]
3. Explain what is meant by each of the following terms in the hospitality industry:
- (a) Marketing mix [5 marks]
- (b) Market segmentation [5 marks]
- (c) Marketing plan [5 marks]
- (d) Yield management [5 marks]
4. Describe **one** case study that demonstrates the ways environmental initiatives can be applied to the hotel industry. [20 marks]
5. Describe the procedure a hotel manager must follow when planning a feasibility study for a new development. Use a diagram to support your description. [20 marks]
6. Suggest a risk assessment procedure that a restaurant manager must follow to ensure safe catering, including reasons for your suggestion. [20 marks]
7. Discuss **five** influences on consumer spending in the hospitality industry. Use examples to support your discussion. [20 marks]
8. (a) Explain the ways in which a restaurant chain can gain customer confidence in the restaurant brand. [8 marks]
- (b) Explain the difference between a cook-chill production system and a cook-freeze production system. [4 marks]
- (c) Describe **two** policies required by any catering operation. [8 marks]

**END OF QUESTIONS**