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Turn over

QWC

Total



CONTEXT - Caygill Group Hotels Ltd

Caygill Group Hotels Ltd (CGH Ltd) is a private limited company that owns 20 hotels in the United Kingdom. It is owned by the Caygill family with Jessica Caygill as the Managing Director. Other members of the family work in the business. These include Peter Caygill, Financial Director who is responsible for all financial matters including the final accounts, Simon Dalkin the Sales and Marketing Director, Laura Brown the Human Resources (Personnel) Director and Jenny Caygill the Administration/ICT Director.

CGH Ltd hotels are near airports and in the centre of towns and cities. Their guests consist mainly of tourists or business people working in the area for short periods. Jas Hopkins is the Manager of the CGH Ltd hotel in London. This hotel, with 120 bedrooms, is typical of other hotels in the Caygill chain and employs permanent and temporary staff. Guests use the hotel facilities, which include:

- a bar and restaurant
- a fitness and leisure centre with a swimming pool
- a small business centre
- car parking.

At present, all CGH Ltd hotels are not full with guests. Simon Dalkin has carried out some research and, after consultation, the directors of CGH Ltd have come up with the following plans to increase turnover:

- employ a person to improve the Internet website which is out-of-date and basic
- review the company's current marketing strategy, in particular future promotional campaigns
- improve the quality of service offered by all staff at CGH Ltd
- set up a membership scheme for people not staying at CGH Ltd hotels to use the hotels' fitness and leisure centre facilities.



Leave blank

		-	wer ALL the q			
(a)		mplete each of the sentench gives the best answer.		ele the ONE wo	rd or phrase from each	ı list
	(i)	CGH Ltd is in the		sector of the	e economy.	
		competitive find	ancial	primary	tertiary	
	(ii)	Guests who stay at CGF	H Ltd hotels are	e its		
		competitors cu	stomers	employees	suppliers	
	(iii)	People who apply for a an		d have to compl	lete	
		account applica	ation i	invoice	order	(3)
(b)		each of the questions (i) rect answer. Use the boxe		, write the letter	A, B, C or D to show	the the
	(i)	A suitable way for CGH	<i>I Ltd</i> to attract 1	more guests is l	ру	
		A commission				
		A commissionB depreciation				
		B depreciation			Answer	
	(ii)	B depreciationC distribution	no go to college	e receive what s		
	(ii)	B depreciationC distributionD promotion	no go to college	receive what s		
	(ii)	B depreciationC distributionD promotionCGH Ltd employees when	no go to college	e receive what s		
	(ii)	B depreciationC distributionD promotionCGH Ltd employees whA induction	no go to college	e receive what s		
	(ii)	 B depreciation C distribution D promotion CGH Ltd employees wh A induction B on-the-job 	no go to college	e receive what s		

The following employees work at CGH Ltd.

- **Jack** writes job descriptions and person specifications.
- Sarah advertises CGH Ltd's facilities.
- Natalie works as the Assistant to the Managing Director.
- **Betiel** is responsible for *CGH Ltd*'s cash flow.
- **Ieuan** controls the stationery and photocopying.
- (c) Using the above information, show which Director will be most interested in the work of these employees.

Write the name of the employee next to the appropriate Director. The first one has been completed to help you.

Jessica (Managing Director) is most interested in the work of

Peter (Financial Director) is most interested in the work of

Simon (Sales and Marketing Director) is most interested in the work of

Laura (Human Resources Director) is most interested in the work of

Jenny (Administration Director) is most interested in the work of

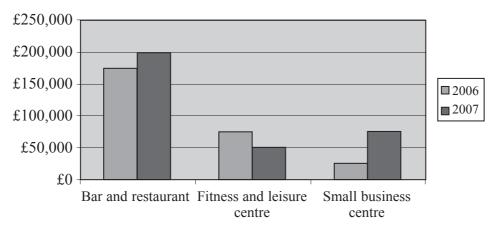
(4)

The chart on page 5 shows income received by CGH Ltd's London hotel from three different sources:

- bar and restaurant
- fitness and leisure centre
- small business centre.



Income: CGH Ltd's London hotel



Source of income

(d)	Usi	ng the figures in the chart, answer the following questions.
	(i)	Which source of income was the lowest in 2006?
		(1)
	(ii)	How much was the lowest source of income in 2007?
		(1)
	(iii)	What would be the total income from the bar and restaurant in 2006 and 2007?
		(1)
	(iv)	Calculate the increase in income from the small business centre from 2006 to 2007. (Show your working.)
		(2)
	(v)	How much more income did the hotel receive from these three sources in 2007 compared with 2006?

(1)

(Total 15 marks)



	Members of the Caygill family are stakeholders in CGH Ltd.								
	(a) Name TWO other stakeholders in <i>CGH Ltd</i> .								
	(2)								
	The directors of <i>CGH Ltd</i> need to employ a person to improve their Internet website Laura, the Human Resources (Personnel) Director, knows that she must take account of the Disability Discrimination Act and the Sex Discrimination Act when recruiting the new member of staff.								
	(b) Analyse how ONE of these Acts will affect Laura when recruiting the new member of staff.								
	(4)								
	At present, most people who want to stay in a <i>CGH Ltd</i> hotel book their bedroom by telephone. The directors now plan to offer a lower price if people book through the website. (c) (i) Name the pricing strategy that the directors plan to use for website bookings.								
(6)	(c) (i) Traine the priemg strategy that the directors plan to use for weosite bookings.								
	(1)								



Leave

3.	<i>CGH Ltd</i> 's London hotel has recently been extended and improved. Some new bedroom have been built. A bank loan was used to finance this work. Existing bedrooms have been redecorated. A bank overdraft was used to finance this work.
	(a) Describe TWO differences between a bank loan and a bank overdraft.
	(4
	CGH Ltd has used part of its bank loan to buy more assets for the hotel.
	(b) (i) Give TWO examples of fixed assets that <i>CGH Ltd</i> will own.
	(2
	(ii) Give TWO examples of current assets that <i>CGH Ltd</i> will own.
	(2

Leave

		2007	2006	
		£	£	
Sa	les	14 500 000	12000000	
Gı	oss profit	4060000	3 600 000	
Ne	et profit	725 000	240 000	
e) (i)	State why the gr	ross profit for both year	rs is larger than the ne	t profit.
				(1)
(ii) Discuss whethe 2006.	r CGH Ltd's financial	performance in 200	7 is better than in
	••••••			
	•••••			

4.	4. Electronic Funds Transfer at Point Of Sale (EFTPOS) equipment is used in <i>CGF</i> restaurants. At the start of each day, the restaurant manager checks the stock of fodrink.								
	(a) (i)	How will the use of EFTPOS help CGH Ltd improve its quality of service?							
		(2)							
	(ii)	Discuss whether effective stock control in the restaurant is important to CGH Ltd.							
		(5)							
		(-)							

Leave blank CGH Ltd employs cleaners to clean the bedrooms and other areas of the hotel. Jenny, the Administration Director, has supplied the cleaners with new floor polishing machines because she believes the new machines will increase cleaners' productivity. Previously the cleaners polished the floors by hand. (b) (i) What is meant by 'productivity'? **(2)** (ii) How could Jenny measure the productivity of the cleaners? **(2)** (iii) Assess whether using the new floor polishing machines is likely to increase the cleaners' productivity. **Q4 (4)** (Total 15 marks) Quality of Written Communication: 3 marks **TOTAL FOR PAPER: 63 MARKS**



END

