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Turn over

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.

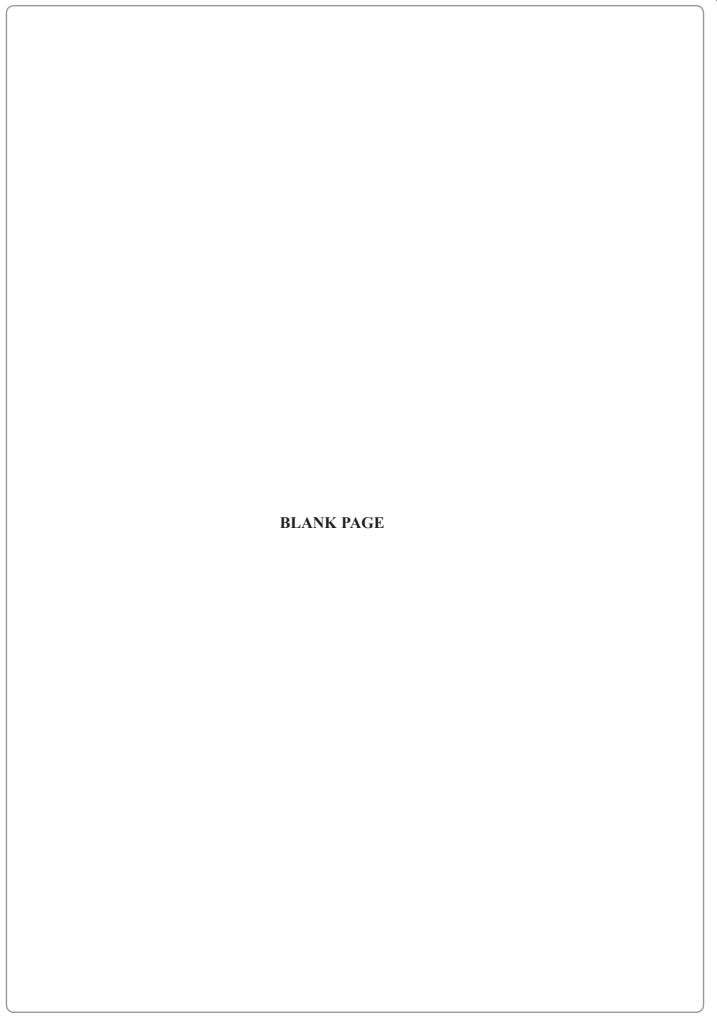
CGH Ltd hotels are near airports and in the centre of towns and cities. Their guests consist mainly of tourists or business people working in the area for short periods. Jas Hopkins is the Manager of the CGH Ltd hotel in London. This hotel, with 120 bedrooms, is typical of other hotels in the Caygill 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- employ a person to improve the Internet website which is out-of-date and basic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.





## Answer ALL the questions.

(a) D	Describe TWO differences between a bank loan and a bank overdraft.	
••		•••••
  CGH	Ltd has used part of its bank loan to buy more assets for the hotel.	
	Ltd has used part of its bank loan to buy more assets for the hotel.  i) Give <b>TWO</b> examples of fixed assets that CGH Ltd will own.	
	i) Give <b>TWO</b> examples of fixed assets that <i>CGH Ltd</i> will own.	
(b) (i	i) Give <b>TWO</b> examples of fixed assets that <i>CGH Ltd</i> will own.	
(b) (i	i) Give <b>TWO</b> examples of fixed assets that <i>CGH Ltd</i> will own.	



Leave blank

	2007 £	2006 £	
Sales	14 500 000	12 000 000	
Gross profit	4060000	3 600 000	
Net profit	725 000	240 000	
c) (i) State why the	e gross profit for both yea	ars is larger than the net	profit.
			(1)
(ii) Discuss whe 2006.	ther CGH Ltd's financia	al performance in 2007	is better than in
			(6)

2.		aurai	ic Funds Transfer at Point Of Sale (EFTPOS) equipment is used in <i>CGH Ltd</i> 's nts. At the start of each day, the restaurant manager checks the stock of food and
	(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)

(i)	What is meant by 'productivity'?
) (1)	what is meant by productivity:
	(2)
(···)	
(11)	How could Jenny measure the productivity of the cleaners?
	(2)
	(2)
(iii)	Assess whether using the new floor polishing machines is likely to increase the
(iii)	
(iii)	Assess whether using the new floor polishing machines is likely to increase the
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(iii)	Assess whether using the new floor polishing machines is likely to increase the
(iii)	Assess whether using the new floor polishing machines is likely to increase the cleaners' productivity.
(iii)	Assess whether using the new floor polishing machines is likely to increase the

	what extent is the plan to use this lower-price strategy for website bookings likely benefit <i>CGH Ltd</i> ?
•••	
•••	
•••	
•••	
ts hote	rectors of <i>CGH Ltd</i> plan to set up a membership scheme for people not staying at els to use their fitness and leisure centre facilities.  Show how <b>TWO</b> methods of primary market research could help the directors of <i>CGH Ltd</i> decide whether to correspond this plan.
ts hote	rectors of <i>CGH Ltd</i> plan to set up a membership scheme for people not staying at els to use their fitness and leisure centre facilities.
ts hote	rectors of <i>CGH Ltd</i> plan to set up a membership scheme for people not staying at els to use their fitness and leisure centre facilities.  Show how <b>TWO</b> methods of primary market research could help the directors of
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(ii)	Analyse the likely effect on CGH Ltd's Human Resources department if the	Leave blank
(11)	directors introduce this membership scheme.	
	(5)	Q3
		T Y
	(Total 15 marks)	

(a)	Analyse how <b>ONE</b> law that protects equal opportunities will affect Laura who interviewing applicants.
One	e objective for CGH Ltd is
•	to improve the quality of service offered by all staff.
(1.)	
(b)	(i) State <b>TWO other</b> objectives <i>CGH Ltd</i> is likely to have.

Leave blank	
(8) Q4	
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