

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.

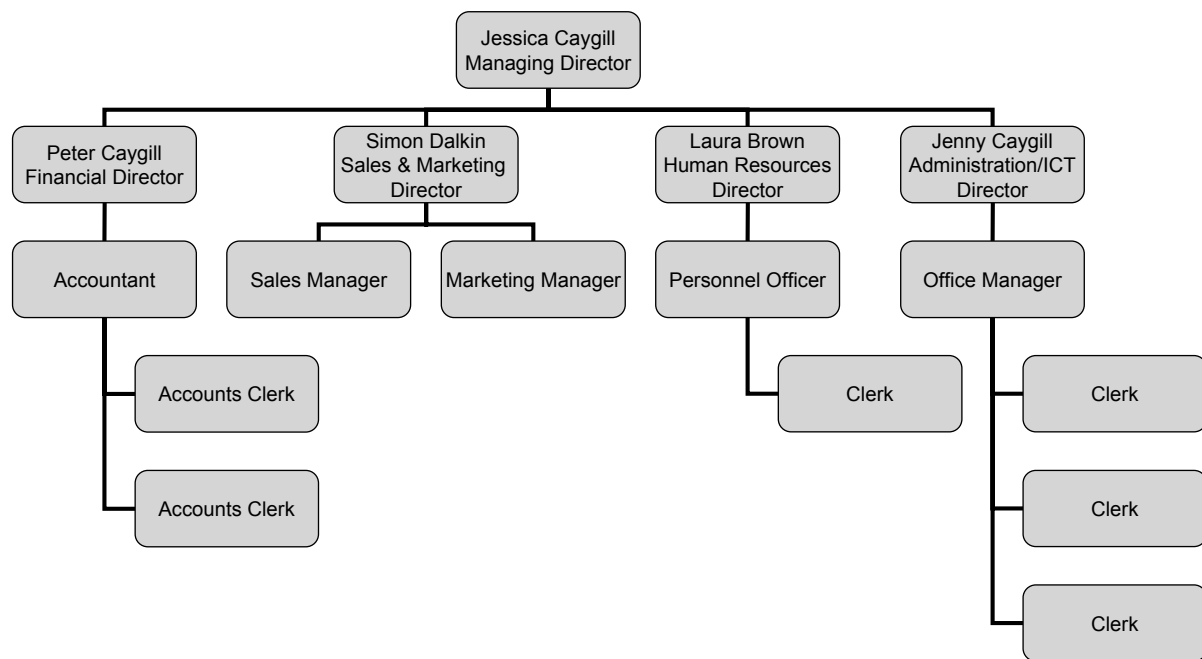
CGH Ltd hotels are near airports and in the centre of towns and cities. Their guests consist mainly of tourists or business people working in the area for short periods. Jas Hopkins is the Manager of the CGH Ltd hotel in London. This hotel, with 120 bedrooms, is typical of other hotels in the Caygill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- employ a person to improve the Internet website which is out-of-date and basic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

CGH Ltd Organisation Chart



Answer ALL questions.

1. (a) Complete each of the sentences below. Circle the **ONE** word or phrase which gives the best answer.
- (i) To obtain stock for the hotels, CGH Ltd would use
an order an invoice a credit note a delivery note
- (ii) When two employees work on the same job, this is known as
span of control job sharing chain of command teleworking
- (iii) CGH Ltd has a policy where all employees are treated the same. This is known as
job evaluation sex discrimination equal opportunities race discrimination
- (iv) A list of items to be discussed at a meeting is known as
an agenda minutes an action plan an itinerary
- (v) Payment made by electronic transfer between bank computers is known as
ISP BACS EDI PAYE
- (vi) A collection of records in a database is a
column cell field file

(6)

M 3 1 5 3 3 A 0 3 1 2

(b) For each of the questions (i)-(iv), write the letter A, B, C or D to show the correct answer. Use the box provided.

(i) A statutory deduction from an employee's pay is

- A income tax
- B union fees
- C savings
- D private pension payment

Answer

(ii) As an employer, which of the following is a legal requirement for CGH Ltd?

- A work patterns
- B health and safety
- C training
- D providing overtime

Answer

(iii) When stock is received at CGH Ltd, it is checked against a

- A receipt
- B delivery note
- C cheque
- D credit note

Answer

(iv) The unique number, found on a cheque, that identifies a particular bank and branch is the

- A account number
- B sort code
- C cheque number
- D date

Answer

(4)



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M 3 1 5 3 3 A 0 7 1 2

2. As part of its plans to improve the quality of its service, CGH Ltd asks guests to complete a questionnaire at the end of their stay.

(a) (i) Explain **TWO** benefits to CGH Ltd of using a questionnaire to collect this information.

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Once the information is collected, spreadsheets are often used to display the information and data in graphs and charts.

(ii) Why do you think CGH Ltd uses graphs and charts instead of text and tables?

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Apart from spreadsheets, other software is used at CGH Ltd:

- database
- word processing
- desk top publishing.

(b) (i) Explain how **ONE** of the above might be used in CGH Ltd.

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(ii) Why do you think using ICT might improve efficiency at CGH Ltd?

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(Total 20 marks)

Q2

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3. (a) Using names from the organisation chart of CGH Ltd given in the context, explain:

- the span of control
- the chain of command.

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Good communication is important to CGH Ltd.

(b) (i) What would be **TWO** purposes of communication within CGH Ltd?

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Poor communication can be caused by

- people misunderstanding messages
- using jargon
- the wrong method of communication being used
- not being able to use equipment.

(ii) Suggest the effects that **TWO** of the above might have on communication.

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After discussion between the directors concerning their plans for the future, it was decided to hold meetings to inform all employees of these future plans.

(iii) Do you agree that this was a good idea?

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(Total 20 marks)

Q3

Quality of Written Communication: 3 marks

TOTAL FOR PAPER: 63 MARKS

END

