

Paper Code: M-EPA-HMO4001

Hospitality Manager: Hospitality Outlet Management - Mock Test

Highfield

Information for registered centres

The seal on this examination paper must only be broken by the candidate at the time of the examination.

Under no circumstances should a candidate use an unsealed examination paper.

Information for candidates

Under no circumstances should you, the candidate, use an unsealed examination paper.

This examination consists of **10 multiple-choice** questions.

The minimum pass mark is 7 correct answers.

The duration of this examination is 26 minutes.

You are **NOT** allowed any assistance to complete the answers.

You must use a pencil to complete the answer sheet - pens must **NOT** be used.

When completed, please leave the examination answer sheet (EAS) on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:

For each question, fill in ONE answer ONLY.

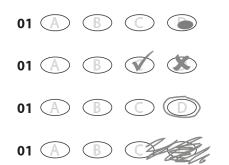
If you make a mistake, ensure you erase it thoroughly.

You must mark your choice of answer by shading in **ONE** answer circle only. Please mark each choice like this:

01 (A) (B) (C) (

ANSWER COMPLETED CORRECTLY

Examples of how NOT to mark your examination answer sheet (EAS). These will no M-EPA-HMO4001



DO NOT partially shade the answer circle ANSWER COMPLETED INCORRECTLY

DO NOT use ticks or crosses
ANSWER COMPLETED INCORRECTLY

DO NOT use circles
ANSWER COMPLETED INCORRECTLY

DO NOT shade over more than one answer circle **ANSWER COMPLETED INCORRECTLY**

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

M-EPA-HMO4001 ANSWERS

Highfield Assessment



Scenario 1

Sam is a hospitality outlet manager working at a large, rural hotel that contains several bars, restaurants and a spa. The hotel also caters for off-site events. Sam is responsible for both on and off-site sales, as well as ensuring that brand standards are upheld, maintenance and repair work is carried out effectively and that the relevant legislation is followed.

1

Sam can ensure that their team follows a new set of brand specifications by:

- A. making sure that the communication engagement specification is clear and understood by members of staff
- B. making the brand specification easily accessible to all staff members and providing regular training sessions
- C. regularly auditing staff to identify areas where the communication engagement specification is not being implemented
- D. using the brand specifications as a rough guide and adapting them to better suit individual staff member's roles

2

Sam can prioritise the scheduling of repairs in the hotel by:

- A. analysing compliance with health and safety, the impact of the repair on guest safety and guest complaints and negative reviews
- B. analysing the hotel's aesthetic appeal, operational efficiency, guest complaints and negative feedback
- C. assessing the cost of repairs, the hotel's aesthetic appeal and prioritising budget constraints
- D. assessing the urgency and impact of the repair on guest safety, operational efficiency, and compliance with health and safety

3

Sam is responsible for increasing both on-site and off-site sales in the hotel bar. This can be done by:

- A. installing menu displays to provide detailed descriptions and visuals
- B. limiting the operating hours during the weekend to focus on weekday sales
- C. raising the drink prices to create an illusion of higher quality and exclusivity
- D. reducing the variety of drinks offered to streamline the menu

4

Sam wants to ensure that all equipment repairs are cost-efficient and that the equipment remains in good working condition over a long period of time. Which of the following maintenance plans enable this?

- A. Breakdown maintenance
- B. Corrective maintenance
- C. Preventative maintenance
- D. Scheduled maintenance

5

Sam wants to introduce a new marketing strategy to improve the sale of spa treatments. Which of the following marketing strategies will increase sales figures for the hotel?

- A. Creating a user-friendly website for online orders, and optimising it for search engines
- B. Hosting monthly in-house events, and giving discounts to regular customers
- C. Placing newspaper ads to reach a broader audience
- D. Sending promotional flyers to nearby residential areas

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6

When maintaining records to support compliance with legislation and regulations, Sam **must**:

- A. document licences, training, certifications and inspections
- B. ensure records are organised, maintained, shared and permanently stored
- C. maintain key records, ensure operational flexibility and minimise paperwork and files
- D. record customer feedback, invoices, marketing materials and staff information

7

Sam feels that the current standard operating procedures (SOPs) are not fit for purpose. Standard operating procedures:

- A. create an autocratic atmosphere, emphasising rules over flexibility and creativity
- B. establish a structured framework, ensuring consistency, efficiency and maintaining quality standards
- C. provide a rigid set of rules, reducing the likelihood of errors and ensuring customer satisfaction
- D. outline tasks and responsibilities, providing clear guidelines for their completion to increase staff efficiency

8

A customer is unhappy with the quality of an item they have been served at the hotel. Which piece of legislation requires Sam to provide them with a refund?

A. The Consumer Rights Act

- B. The Data Protection Act
- C. The Licensing Act
- D. The Trade Descriptions Act

9

How can providing a consistent high-quality service standard help Sam to make the hotel successful?

- A. It creates a positive work environment to reduce staff turnover
- B. It increases the likelihood of repeat custom
- C. It justifies a substantial increase in room rates
- D. It reduces the need for staff training



Sam has been asked to familiarise themself with the brand specification. A brand specification would enable Sam to:

- A. allow flexibility in brand representation to cater to diverse customer preferences
- B. allow staff members complete autonomy, promoting individuality in representing the brand
- C. create a consistent and unified brand identity across all marketing materials and customer interactions
- D. enhance team creativity and encourage unique interpretations of the brand



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