



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

www.XtremePapers.com

BUSINESS STUDIES

0450/21

Paper 2

October/November 2010

INSERT

1 hour 45 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains the case study material.
Anything the candidate writes on this Insert will not be marked.

This document consists of **4** printed pages.



The Dream Hotel

The Dream Hotel is owned by two brothers Jenn and Kiang. They set up the hotel 5 years ago as a partnership. Each brother has a 50% ownership.



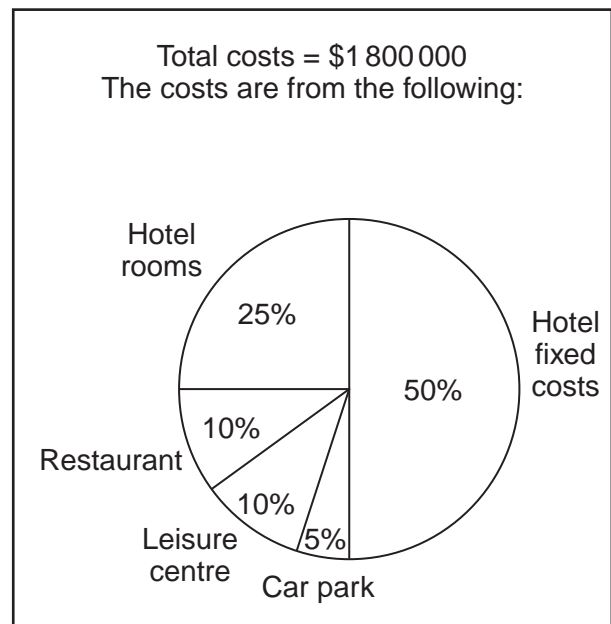
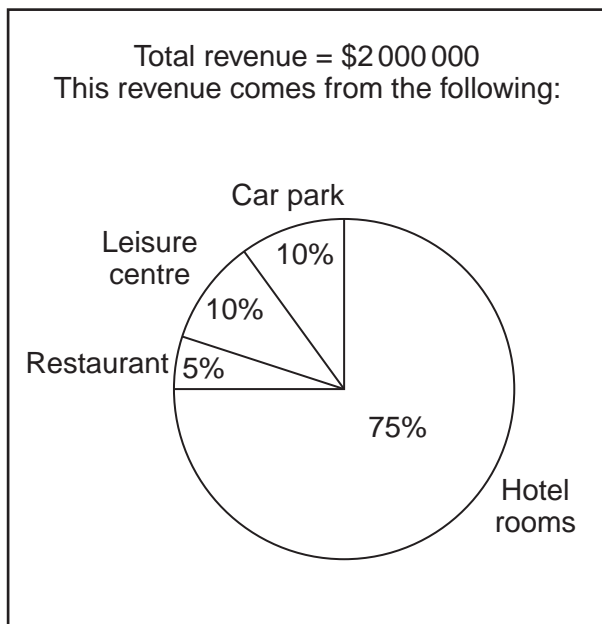
The net profits from the hotel had steadily increased until 2008 when they reached \$300 000. Jenn was concerned about the 2009 profits after looking at the data in Appendix 1. He said 'the best way to increase profits is to increase the number of guests staying at the hotel'.

The hotel has 200 rooms but on average only 50% of them are occupied. Most of the guests are business people who are travelling to meetings in the city and therefore stay 2–3 nights. The hotel also has a leisure centre with a gymnasium and swimming pool that hotel guests can use. There is a restaurant which is only used by hotel guests and also a car park. Hotel guests who are flying from the nearby airport can leave their cars at the hotel while they are away and pay car parking fees to the hotel.

75 people work at the hotel.

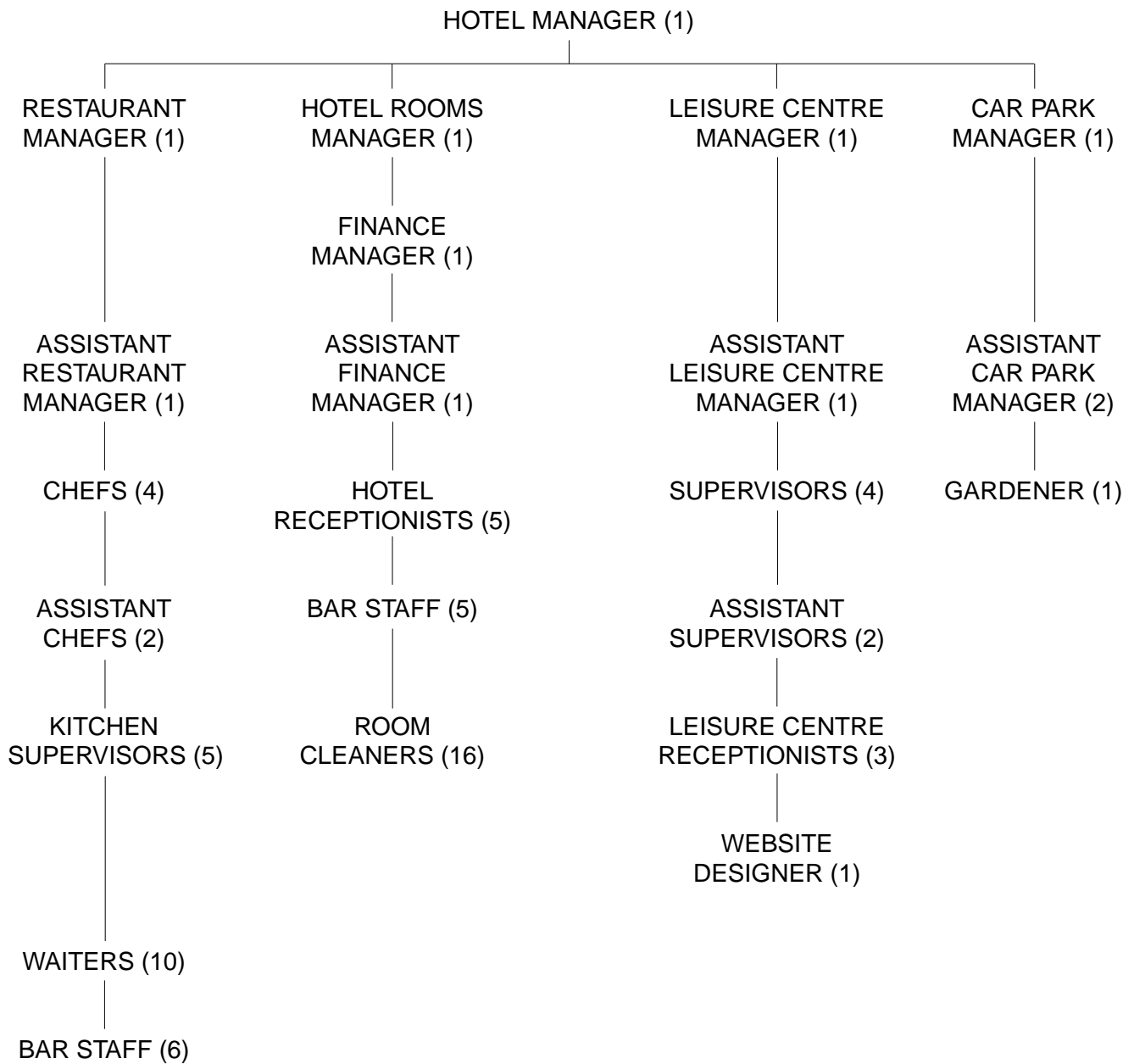
Appendix 1

A summary of the revenue and costs for The Dream Hotel for the year ending 31st December 2009



Appendix 2

The organisation structure of the Dream Hotel
(The numbers in the brackets are the number of staff in each job.)



Appendix 3

Competitor's Website



Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.