



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

**COURSE NAME : INTRODUCTION TO HOSPITALITY
AND TOURISM INDUSTRY**

COURSE CODE : DHM 1013

EXAMINATION : MAY 2018

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR (4)** parts :
 - PART A (20 Marks)
 - PART B (20 Marks)
 - PART C (30 Marks)
 - PART D (30 Marks)

2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.

3. Please check to make sure that this examination pack consist of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answering Booklet

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This examination paper consists of **12** printed pages including front page*

PART A

This part contains of **TWENTY(20)** questions.

Answer ALL in Objective Answer Paper.

1. What is the significant of pineapple in hospitality?
 - A. Customer satisfaction.
 - B. Warmth and welcome.
 - C. The diversity of culture.
 - D. Friendly treatment of guest.

2. Which is the example of recreation element in hospitality?
 - A. Park.
 - B. Meetings.
 - C. Ecotourism.
 - D. Restaurant.

3. Which of the followings is seeked by guest in lodging?
 - A. Travel.
 - B. Shelter.
 - C. Beverage.
 - D. Entertainment.

4. MAH is referring to _____.
 - A. Malaysia Association of Hotel.
 - B. Malaysian Association of Hotel.
 - C. Malaysia Association of Hospitaity.
 - D. Malaysian Association of Hospitality.

5. Which of the service is essential to airport hotel?
- A. Car park.
 - B. Bathroom.
 - C. Shuttle service.
 - D. Meeting facilities.
6. Which of the statements below refers to Boutique Hotel?
- A. Personalized guest attention.
 - B. Provide extended stay for guest.
 - C. Often converted from historic structure.
 - D. Offer quaint, residential-like lodging with breakfast.
7. Which of these is compliance with American of Disabilities Act (ADA)?
- A. Slippery ramp surface.
 - B. No handrail is located at the staircase.
 - C. The amenities are put at the higher shelf.
 - D. 4% of the parking space is designated for handicapped.

QUESTION 8 is based on diagram below.

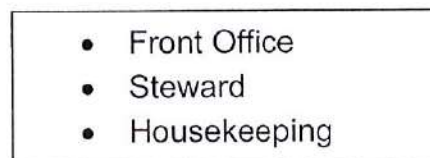


Diagram 1

8. **Diagram 1** above shows departments in a hotel. The best category for these departments is _____.
- A. Back-of-the-house
 - B. Front-of-the-house
 - C. Operating department
 - D. Administrative department

QUESTION 9 is based on diagram below.



Diagram 2

9. **Diagram 1** above shown a situation of destination. What type of tourism mentioned above?
- Ecotourism.
 - Pink tourism.
 - Dark tourism.
 - Sport tourism.
10. Which of these is the tourism intermediary?
- Destination.
 - Travel Agent.
 - Push-Pull factors.
 - Travel motivations.
11. Theme and Amusement parks are developed from_____.
- circuses, carnivals and tournaments
 - making human able to observe aquatic mammals
 - rescuing endangered animals in breeding programs
 - displays helping us to understand the modern world we lived in

12. Which statement is refers to Proprietary Club?

- A. Private clubs for alumni.
- B. Provides members with moorage slips, where their boats are kept secure.
- C. Provides well-rounded welfare and recreational programs for military personnel.
- D. Individuals wanting to become members purchase a membership, not a share in the club.

13. Leisure can be defined as _____.

- A. Time free from work or discretionary time.
- B. Allow people to have fun together and to form lasting relationship.
- C. A balance, harmony in life that will maintain wellness and wholeness.
- D. The increase of interpersonal feeling for friends and business associates

14. Below is commercial food service operation, except _____.

- A. food stall
- B. restaurant
- C. old folks home
- D. commercial catering

15. What is the relationship between food and beverage (F&B) department and room division?

- A. Ensuring safety and security in F&B department.
- B. Recruiting casual staffs in case of large-scaled events.
- C. Help to collect used trays and utensils by in-room guests.
- D. Maintain all restaurant and kitchen facilities in good condition.

16. Choose the correct dining experience timeline;

- A. Family restaurant > Casual restaurant > fast casual restaurant.
- B. Family restaurant > Fine dining restaurant > Casual restaurant.
- C. Family restaurant > Casual Restaurant > Fine dining restaurant.
- D. Family restaurant > Fast casual restaurant > Casual restaurant.

QUESTION 17 is based on diagram below.



Diagram 2

17. **Diagram 2** shows a type of restaurant. Which of these statements refers the restaurant?

- A. Highly skilled staff.
- B. Menu offers are limited.
- C. Only customers over 18 are served.
- D. Attract customers based on theme itself.

18. Among of these, which information is referring to menu 'd'hote'?

- A. The menus which list the items 'of the day'.
- B. The menus which offer items individually priced.
- C. The menus which are used to attract tourist's attention.
- D. The menus which multi-course with only a few choices charged at a fixed total price

19. Among of these, which information is referring to equipment innovations in foodservice trends?

- A. Today, patrons value taste and nutrition more than price.
- B. The food is displayed and prepared in full view to customers.
- C. Customers will feel comfortable with open and comfortable café style.
- D. Provide more power in less space, and ensure better control and efficiency results.

20. Empathy in service refers to _____.

- A. The ability to perform service both dependably and accurately
- B. The provision of caring and individualized attention to customers
- C. The willingness to help customers and to provide prompt service
- D. The knowledge and courtesy of employees to convey trust and confidence

[20 MARKS]

PART B

This part contains of **TWENTY (20)** questions.

Answer ALL in Answer Booklet.

| | | | |
|------------------|----------------|-----------------|-----------------------|
| Sustainable | Door Attendant | Menu | Residence hotel |
| Business Tourism | Replacement | Travel Agent | Globalization |
| Expectation | Housekeeping | Bar | Bed and Breakfast Inn |
| Social Tourism | Front Office | Maître de Hotel | Religious Tourism |
| Empathy | Tangibility | Steward | Group Traveler |
| Backpackers | Luxury Hotel | Service | Kitchen Brigade |

1. The symbol of pineapple is the foundation concept of _____.
2. To stay in basic lodging is preferred by _____.
3. Extended stay lodging is referring to _____.
4. Hiring a highly trained staff is compulsory for _____.
5. Hotel which offers quaint-like environment with breakfast included is identified as _____.
6. Department of a hotel which has most direct contact with guest is _____.
7. Guest service department of _____ responsible for greeting guest at the front lobby and help with their luggage.
8. Making arrangement of transportation, accommodation, and escorted tours based on tourist demand is the responsibility of _____.
9. Travel to complete a business transaction or attend a business event is known as _____.
10. Visiting a place of religious significance is referring to _____.
11. In foodservice industry, the _____ is identified as service vehicles.
12. A team staff in the kitchen that work together on the same shift is called _____.

13. The person who responsible in the hotel's restaurant is called _____.
14. Maintaining dishwashing machine is responsibility of _____ department.
15. A place which serves soft and alcoholic beverages in hotel is known as _____.
16. A blend of ingredients and cooking techniques is the impact of _____.
17. Using energy efficient appliances is one of the _____ practices in cooking.
18. Cleanliness of employees is a must since it is a sign of _____ of service.
19. Customer's needs and demands are needed to access their _____ in service.
20. Good communication, customer understanding and personalized attention is a sign of _____ towards customers.

[20 Marks]

PART C

This part contains of **SEVEN (7)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

List four (4) scopes of hospitality industry.

(4 marks)

QUESTION 2

Identify and give example of three (3) classifications of hotel.

(6 marks)

QUESTION 3

Give example for the followings:

| Push Factors | Example |
|---------------------|------------------|
| <i>ex: mood</i> | <i>honeymoon</i> |
| Health | a) |
| Stress | b) |
| Religion | c) |
| Family and friends | d) |

(4 marks)

QUESTION 4

Define tour operator.

(2 marks)

QUESTION 5

a. Briefly explain recreation.

(2 marks)

b. What is 'leisure'?

(2 marks)

QUESTION 6

Briefly explain three (3) trends in food service industry.

(6 marks)

QUESTION 7

Identify the dimensions of service quality.

(4 marks)

[30 MARKS]

PART D

This part contains of **THREE (3)** questions.

Answer ALL in Answer Booklet.

QUESTION 1

Discuss the personal qualities of a good general manager.

(10 marks)

QUESTION 2

a) Identify the external environments which influenced tourism industry.

(5 marks)

b) Johnny Blaze is planning for a holiday next month and he is having trouble in his planning. List out components Johnny needs for traveling.

(5 marks)

QUESTION 3

a) Differentiate A'la Carte menu and Table D'hote menu.

(5 marks)

b) Discuss the characteristics of the restaurant below:



(5 marks)

[30 MARKS]

END OF QUESTION PAPER

