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**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM 1013

EXAMINATION : NOVEMBER 2016

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FIVE (5)** :
 - PART A (20 Marks)
 - PART B (20 Marks) ✓
 - PART C (20 Marks)
 - PART D (20 Marks)
 - PART E (20 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. Answer Booklet

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

*This examination paper consists of **11** printed pages including front page*

PART A (Multiple Choice Question)

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

Answer ALL in Objective Answer Paper.

1. The hospitality industry consists of broad category of field within the service industry. Hospitality industry can be defined as _____.
 - A. Friendly reception and treatment.
 - B. Entertain and make guest exciting.
 - C. Cheerful and good treatment.
 - D. Friendly and fearful service.

2. Which of the followings is the element in transportation?
 - A. Restaurant.
 - B. Automobile.
 - C. Attraction.
 - D. Tour guide.

QUESTION 3 is based on diagram below.



Diagram 1

3. **Diagram 1** above shows potential guests for a type of accommodation. The accommodation might refer to _____.
 - A. Homestay
 - B. Luxury hotel
 - C. Full-service hotel
 - D. Limited-service hotel

4. The followings are the types of ownership, **EXCEPT** _____.
- A. Franchise
 - B. Individual
 - C. Management contract
 - D. Management contact.
5. What are the two major departments in a hotel?
- A. Operation and management.
 - B. Operation and consultation.
 - C. Operation and administration.
 - D. Operation and accountant.
6. Front office gives the first image to guest when the guests check-in and check-out. The main function of the front office is _____.
- A. Sell the room
 - B. Build the room
 - C. Rent the room
 - D. Clean the room
7. Which of the followings are **NOT** the factors that contribute toward the growth of tourism?
- A. Demographic change.
 - B. Geographic change.
 - C. More disposable income.
 - D. Psychographic change.
8. Which of the followings is the importance of tourism industry?
- A. Most of leisure oriented business such as foodservice and hospitality are depending on the traveller.
 - B. Help the foodservice to grow.
 - C. Travellers make the hospitality more attractive.
 - D. Traveller love to go for holiday and this make the certain places famous.

QUESTION 9 is based on diagram below.

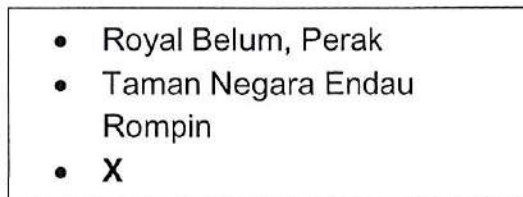


Diagram 2

9. Which of the following might be the **X**?
- A. Kota Tinggi Waterfall
 - B. Legoland
 - C. Pavillion
 - D. KLCC
10. The two main reasons for travel are _____ and _____.
- A. business event.
 - B. business social.
 - C. family fun.
 - D. family friends.
11. Leisure can be defined as _____.
- A. A balance, harmony in life that will maintain wellness and wholeness.
 - B. Allow people to have fun together and to form lasting relationship.
 - C. Time free from work or discretionary time.
 - D. The increase of interpersonal feeling for friends and business associates.
12. Which of the followings are **NOT** the trends in leisure and recreation?
- A. Increase in fitness activities
 - B. Learning and adventure opportunities for elderly.
 - C. Fewer varieties in commercial sectors.
 - D. A surge in travel and tourism

13. Below is commercial food service operation **EXCEPT** _____.

- A. Old folks home
- B. Restaurant
- C. Food stall
- D. Commercial catering

14. Which of these are referring to fast food restaurant?

- A. Food is made prior to service.
- B. Cheap priced food
- C. Highly skilled staff
- D. Mainly serve beverage items.

15. Which of the followings are the basic cores of food service?

- A. Menu and facilities
- B. Menu and amenities
- C. Menu and stuff
- D. Menu and staff

16. The following matched each other, **EXCEPT** _____.

A.	Pastry Chef	Responsible for all baked item and sweets
B.	Sauce Chef	Responsible in the making of sauces.
C.	Grill Chef	Responsible for sauté.
D.	Pantry Chef	Responsible for cold appetizers.

QUESTION 17 is based on diagram below.

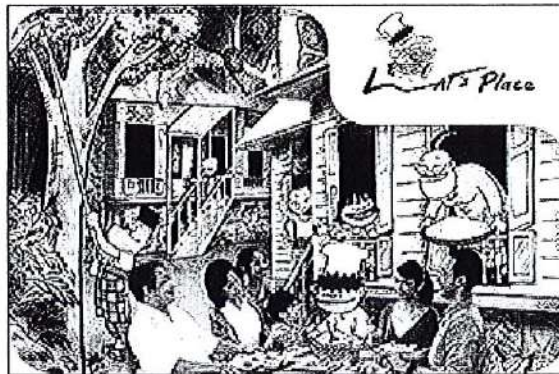


Diagram 3

17. **Diagram 3** shows a type of restaurant. Which of these statements supports this 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 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. Provide more power in less space, and ensure better control and efficiency results.
- D. Customers will feel comfortable with open and comfortable café style.

19. Which of the following best defined service quality?

- A. Service with smile used enough to satisfy customers.
- B. Comparinnng perceptions of the service received with expectations if the service desired.
- C. The appearance of physical facilities, equipment personnel and communication materials.
- D. The ability to perform the service dependably and accurately.

20. Responsiveness of service quality refers to _____.

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

[20 MARKS]

PART B (True or False)

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

Answer ALL in Objective Answer Paper.

1. The objective of hospitality is to provide accommodation, food and beverage, transportation, travel and other related service.
2. The advantage of franchising is franchisees must pay high fees, to join and ongoing.
3. MAH is referred as Malaysian Association of Hotels.
4. Three-stars properties have simple roadside appeal and basic lodging needs.
5. The operating department of hotel responsible to deal with the guests directly.
6. Making wake-up call is the responsibility of concierge.
7. Door attendants are the hotel's unofficial greeter.
8. Heritage tourism tourists less likely to engage in adventure tourism and prefer more passive activities.
9. Fine dining restaurant has limited menu and serve quick service to customer.
10. Restaurant ambiance consist of the usage of colour, sound, lighting and decor.
11. Ethnic restaurant generally refers as traditional restaurant.
12. Private clubs offer facilities only to members.
13. Accuracy in menu planning is important in restaurant business.
14. Ala Carte menu is list items of the day. .
15. Theme restaurant depends on creating an atmosphere through decoration that will entertain customer.
16. One-dish or bowl meals is gaining popularity due to its expensive costs
17. Fusion cooking is a great way to introduce many customers to ethnic cuisine.
18. In evaluating the food facility, the location must be easily accessible.
19. The staff is reliable if he/she able to convey trust and confidence in delivering service.
20. The restaurant gained more marks in service package evaluation if the chef is certified by Chef International Association.

[20 MARKS]

PART C (Short-Structured Questions)

This part contains of **ONE (1)** question.

Answer ALL in Answer Booklet.

QUESTION 1

Define the following terms:

- a. Front office (2 marks)
- b. Concierge (2 marks)
- c. Check in (2 marks)
- d. Check out (2 marks)
- e. Full house (2 marks)
- f. No-show (2 marks)
- g. Travel agent (2 marks)
- h. Travel wholesalers (2 marks)
- i. Tour guide (2 marks)
- j. Kitchen brigade (2 marks)

[20 MARKS]

PART D (Long-Structured Questions)

This part contains of **FIVE (5)** questions.

Answer ALL in Answer Booklet.

QUESTION 1

Give **FOUR (4)** components of hospitality.

(4 marks)

QUESTION 2

Identify **FOUR (4)** trends in hotel and room division operation.

(4 marks)

QUESTION 3

Give **FOUR (4)** scopes of tourism with their examples.

(4 marks)

QUESTION 4

Describe recreation and leisure.

(4 marks)

QUESTION 5

a. Describe customer satisfaction.

(2 marks)

b. Describe the reliability of service.

(2 marks)

[20 MARKS]

PART E (Long-Essay Questions)

This part contains of **TWO (2)** questions.

Answer ALL in Answer Booklet.

QUESTION 1

The push and the pull factor generate the person desire or feeling to travel. Explain why people travel.

(10 marks)

QUESTION 2

Elaborate **FIVE (5)** categories of restaurants in commercial food industry.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER

