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FINAL EXAMINATION**

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

**COURSE CODE : DHM 1013**

**EXAMINATION : NOVEMBER 2020**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **THREE (3)** parts :
  - PART A (20 Marks)
  - PART B (40 Marks)
  - PART C (40 Marks)
2. Candidates are not allowed to bring any material to the examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consists of:
  - i. Question Paper
  - ii. Objective Answer Paper
  - iii. Answering Booklet

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

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

**PART A**

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

Answer ALL in the Objective Answer Paper.

1. Which of the following is the best word to describe hospitality?
  - A Shelter.
  - B Act of kindness.
  - C Food service operation.
  - D Treatment and acceptance.
  
2. The meaning of putting pineapple into display in hospitality are
  - i. Welcome
  - ii. Attraction
  - iii. Friendship
  - iv. Accommodation
  - A i, ii
  - B i, iii
  - C ii, iv
  - D i, ii, iii
  
3. These are the roles of MAH, **EXCEPT**
  - A financing.
  - B promotion.
  - C cooperation.
  - D representative.
  
4. Which of the following is identified as hotel's location?
  - A Airport hotel.
  - B Boutique hotel.
  - C Commercial hotel.
  - D Bed and Breakfast Inn.

5. What are the two major departments of room division?

- i. Front Office
- ii. Room Service
- iii. Housekeeping
- iv. Human Resource

- A** i, ii
- B** i, iii
- C** ii, iv
- D** i, ii, iii

6. Which department is responsible for room selling?

- A** Telephone.
- B** Reservation.
- C** Housekeeping.
- D** Uniformed Service.

7. The core of the tourism industry is \_\_\_\_\_.

- A** travel
- B** tourist
- C** technology
- D** tour operator

QUESTION 8 is based on diagram below.

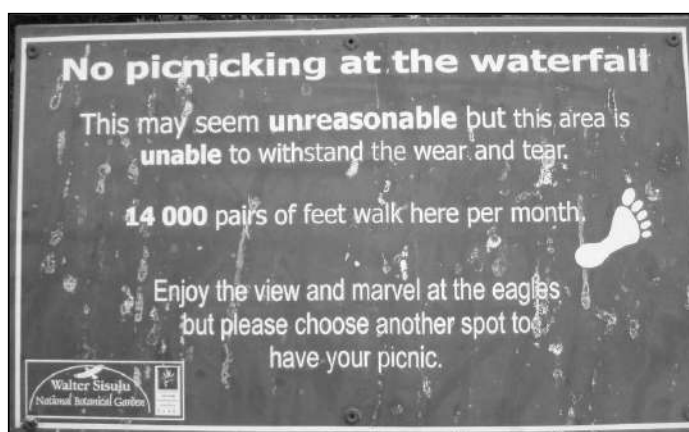


Diagram 1

8. Diagram 1 shows a practice of a type of tourism, which is \_\_\_\_\_.

- A fun tourism
- B eco tourism
- C pink tourism
- D dark tourism

9. What are the roles of a Tour Operator?

- i. Provides travel consultation
- ii. Sells tourism products and services
- iii. The tour components gained from agencies
- iv. Plans, organizes and mark-up tour packages

- A i, ii
- B i, iii
- C ii, iv
- D i, ii, iii

10. \_\_\_\_\_ is the type of destination of visiting places which no one or less people visited.

- A Sports
- B Frontier
- C Business
- D Environmental

11. A place that houses aquatic animals and plants for public viewing is called

\_\_\_\_\_.

- A zoo
- B aquarium
- C theme park
- D country clubs

12. The idea of theme parks started back in 1920 by Knotts, and the theme was

\_\_\_\_\_.

- A berry farm
- B aquatic animals
- C cultural traditions
- D Disney characters

13. Which of these is an institutional food service?

- A Canteen.
- B Cafeteria.
- C Restaurant.
- D Food stalls.

14. Which of the following is the correct sequence of kitchen brigade?

- A Executive Chef > Commis > Sous Chef.
- B Executive Chef > Sous Chef > Commis.
- C Executive Chef > Commis > Relief Chef.
- D Executive Chef > Relief Chef > Sous Chef.

15. Which of the following is **NOT** the factor of a successful restaurant?

- A Well-trained staffs.
- B Parking space adequacy.
- C Unique feature and design.
- D Unclear mission statements.

16. Which statement best describes casual restaurant?

- A Relaxed and suitable for family.
- B Faster food preparation due to limited menu.
- C Attraction by the thrill of owner's occasional visit.
- D The menu offered stresses on the nutritional value.

17. Choose the sustainable practices of a green restaurant.

- i. Usage of a more sustainable energy
  - ii. Reuses and decomposes leftover food
  - iii. Reduces quantities chosen by customers
  - iv. Offers an opportunity for selling customers worldwide
- A i, ii
  - B i, iii
  - C ii, iv
  - D i, ii, iii

QUESTION 18 is based on the diagram below.



Diagram 2

18. Which of the statements below best describe **Diagram 2**?

- A Engages virtual customer experience in food service operations.
- B Saves space in the kitchen due to the multi functions equipment.
- C Sustainable packaging is used to promote green practices in establishment.
- D Customer starts to care about food and is willing to pay for better quality food.

19. Which of the following best defined reliability in service quality?

- A Good conscience and have individual values.
- B Service with smile is enough to satisfy customers.
- C The ability to perform the service dependably and accurately.
- D Comparing perceptions of service received with desired expectations.

20. Service delivery is deemed incomplete without the service package. Among these options, which are **NOT** included in the service package?

- i. Viral
- ii. Location
- iii. Organic food
- iv. Privacy and security

- A i, ii
- B i, iii
- C ii, iv
- D i, ii, iii

[20 MARKS]

**PART B**

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

Answer ALL questions in the Answering Booklet.

**QUESTION 1**

- a. Identify **five (5)** factors of hotel classification.

(5 marks)

- b. Describe Bed and Breakfast Inn.

(5 marks)

**QUESTION 2**

- a. List **five (5)** functions of a hotel.

(5 marks)

- b. Distinguish front office and housekeeping department as the major departments in hotel's room division operation.

(5 marks)

**QUESTION 3**

- a. State **five (5)** components of the tourism industry.

(5 marks)

- b. Give **two (2)** comparisons and example of push and pull factor in travel motivation.

(5 marks)



**QUESTION 4**

a. Identify **five (5)** typical locations of a restaurant.

(5 marks)

b. Briefly discuss the characteristics of a quick-service restaurant.

(5 marks)

**[40 MARKS]**

**PART C**

This part contains **FOUR (4)** questions.

Answer ALL questions in Answering Booklet.

**QUESTION 1**

The people who stay in a hotel are called 'guests'. However, there are different types of guests which will depend on their purposes.

Classify **five (5)** different types of guests in a hotel.

(10 marks)

**QUESTION 2**

According to UNWTO, tourism comprises of the activities of people traveling to and stays in places outside of their usual environment and involves both domestic and international travel.

Express the importance of tourism for a country.

(10 marks)

**QUESTION 3**

A bar is a place where it allows guests to relax and serves soft and alcoholic beverages including beer, wine, spirits and cocktails. Foods, but a simpler formed of food, are also being served.

Distinguish **five (5)** types of hotel bars.

(10 marks)

**QUESTION 4**

Menu planning may be the most important ingredient in a restaurant's success. A restaurant's menu must agree with the concept, by which the concept must be based on guest expectations and the kind of restaurant being operated.

Discover **five (5)** types of menu with the suitable types of restaurant operation.

(10 marks)

**[40 MARKS]**

**END OF QUESTION PAPER**