



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

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

COURSE CODE : DHM 1013

EXAMINATION : DECEMBER 2021

DURATION : 3 HOURS

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. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer)
4. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C) No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

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

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

Answer ALL in the Answer Sheet.

1. What is hospitality in hospitality industry?
 - A Shelter.
 - B Reception.
 - C Accommodation.
 - D Food and beverage.

2. The major reason people traveling in early hospitality was _____.
 - A food
 - B safety
 - C religion
 - D friendship

3.

<p><i>An establishment held out by the proprietor as offering accommodation to any person representing himself who appears able and willing to pay</i></p> <p><i>- Hotel Proprietors Ordinance (Ch.158)</i></p>
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Figure 1

The establishment mentioned in **Figure 1** is _____.

- A hotel
 - B lodging
 - C settlement
 - D accommodation

4. Management contract is a style of hotel management which requires management assistance from other company. Which of these might be the reason of it?
 - A To use the other company brand names.
 - B To minimize the risk of loss in managing a hotel.
 - C The hotel did not have budget to manage the hotel.
 - D The owner is lack of expertise in managing the hotel.

5. Which of these are 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. Celebrity and politicians are among Very Important Person (VIP) types of guests in hotel. This is because _____.
- A they have exclusive needs during their stay
B their travel is restricted by their travel arrangements
C there are meetings and conference that they need to attend
D they need to conceal their identities to avoid formal attention
7. A person who travel to a destination for business purposes is called as _____.
- A visitor
B tourist
C traveler
D excursionist

QUESTION 8 is based on the diagram below.



Diagram 1

8. Which of these is the component of tourism industry as shown in **Diagram 1**?

- A Attraction.
- B Destination.
- C Transportation.
- D Accommodation.

9. Identify the correct functions 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. Among these, which is **NOT** included in a travel package?

- A Meal.
- B Leisure.
- C Attraction.
- D Transportation.

11. A place that houses animals for public viewing is called as _____.
- A zoo
 - B aquarium
 - C theme park
 - D country clubs
12. Theme park and club are the elements of _____ in tourism industry.
- A travel
 - B recreation
 - C destination
 - D accommodation
13. Which of these statements is referring to professional club?
- A Private clubs for alumni and which offer alumni catering and hospitality facilities or services.
 - B Provide dining, banqueting and bar facilities, and even lodging services to armed forces originally.
 - C Operate on a for-profit basis which is owned by corporations while the members did not eligible for the share of the club.
 - D A group of people in a learned occupation who are entrusted with maintaining control or oversight of the legitimate practice of the occupation.
14. Identify the correct sequence of a kitchen brigade system.
- 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 if the followings is refering to room service?
- A Responsible in handling inventory of cleaning supplies and pest control.
 - B Guests are able to enjoy high privacy and personalised services in their dining experiences.
 - C Serves soft and alcoholic beverages including draft and bottled beer, wine, spirits and cocktails.
 - D It is characterized by their elaborate and exclusive menu which emphasis on the very high quality food they serve.
16. Identify the correct statement of a 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. Which of the followings are classified as fine dining restaurant?
- i. Steak house
 - ii. Ethnic restaurant
 - iii. Celebrity restaurant
 - iv. Fast food restaurant
- A i, ii
 - B i, iii
 - C ii, iv
 - D i, ii, iii
18. Home meal replacement is _____.
- A meals that are being produce by green and organic food items
 - B meals that are consumed at home but prepared somewhere else
 - C food that consist of variety of ingredients that comes from all over the world
 - D food that is reproduced and reused over a long period of time without negative effect on the environment

19. Identify the role of gamification in foodservice industry.
- 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.
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 **SIX (6)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Give examples for each of the components of hospitality industry.

(5 marks)

QUESTION 2

a. Identify **five (5)** types of accommodation classified by distinctiveness of their property.

(5 marks)

b. Describe the characteristics of **two (2)** of your answers in QUESTION 2(a).

(5 marks)

QUESTION 3

a. State **five (5)** importances of tourism industry.

(5 marks)

b. Distinguish Pull and Push Theory of travel motivation.

(5 marks)

QUESTION 4

Name **five (5)** types of bars that can be found in hotel.

(5 marks)

QUESTION 5

Based on the restaurant logo below, classify its followings attributes.



Diagram 2

- i) Types of restaurant.
- ii) Types of menu offered.
- iii) Types of customer.
- iv) Types of significant service offered.
- v) Types of significant restaurant location.

(5 marks)

QUESTION 6

List **five (5)** characteristics of a good quality service.

(5 marks)

[40 MARKS]

PART C

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

Answer ALL questions in Answer Sheet.

QUESTION 1

In a hotel, room division is the department that is responsible for the guest arrival and guest staying experience. They directly influence the profit gained by the hotel through guest satisfactions.

Explain the departmental structure of hotel's room division operation.

(10 marks)

QUESTION 2

Diagram 3

In the midst of pandemic in the whole world, tourism is one of the industry that is impacted the most. With the closure of international borders, local tourists are urged to turn to Cuti-Cuti Malaysia programme to help revive and boost domestic tourism in Malaysia as shown in the article in **Diagram 3**.

As a tourism player, describe and give example of **five (5)** types of destinations that are available in Malaysia.

(10 marks)

QUESTION 3

Menu planning is crucial in developing a restaurant. Choosing the correct menu types will enable customers to have more or less food choices in dining. One of the menu types that can be use in restaurant is table d'hote.

Illustrate and describe the characteristics of table d'hote menu.

(10 marks)

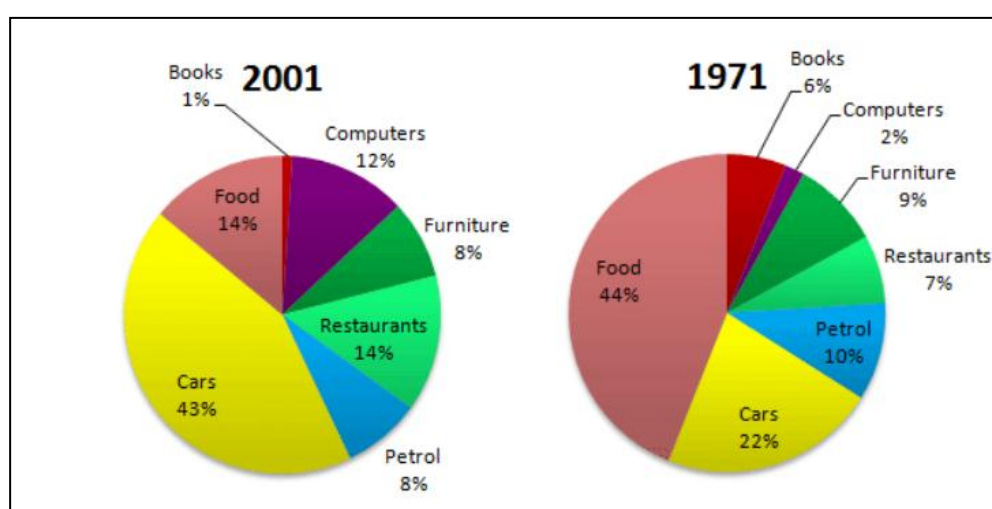
QUESTION 4

Diagram 4

Diagram 4 shows changes in spending habits of people in UK between 1971 and 2001.

Discuss **five (5)** contributing factors to the increasing percentage of dining in restaurants as shown in **Diagram 4**.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER