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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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

**COURSE CODE : DHM 1013**

**EXAMINATION : MAY 2017**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** :
  - 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. Answer 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 **12** printed pages including front page*

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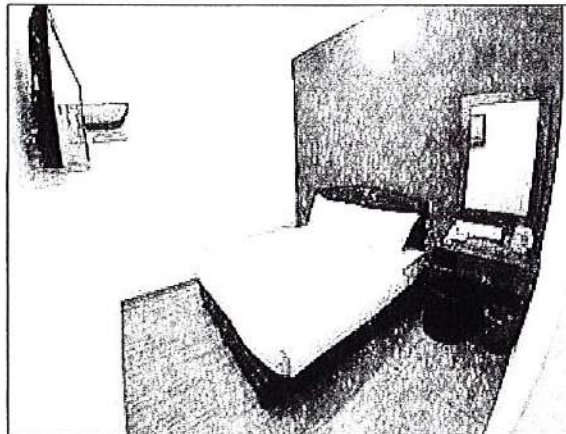
**PART A**

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

Answer ALL in Objective Answer Paper.

1. Which of the following is part of hospitality industry?
  - A. Beauty parlour.
  - B. Nursing home.
  - C. Kindergarten.
  - D. Army base.
  
2. Which of these statement best referring to the symbol of hospitality?
  - A. Pineapple is chosen as it is not the national food of Europe.
  - B. Pineapple is put at the front door to welcome strangers.
  - C. Pineapple is used due to the shape of the crown.
  - D. Pineapple is Spongebob's house.
  
3. Which is the most preferable guest of luxury hotel?
  - A. Wealthy clientele.
  - B. Group visitor.
  - C. Backpackers.
  - D. Family.
  
4. What is meant by suburban hotel?
  - A. This hotel is convenient to the passenger of transit flight.
  - B. They provide activities for guest who is health concern.
  - C. Normally located in downtown area.
  - D. They have no F&B or bell service.

QUESTION 5 is based on diagram below.



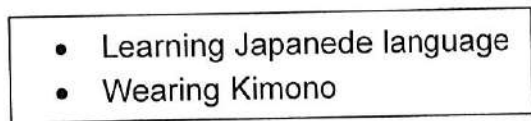
**Diagram 1**

5. Who is the target customer for the type of accommodation showed in **Diagram 1**?
- A. Wealthy clientele.
  - B. Group visitor.
  - C. Backpacker.
  - D. Family.
6. What is the type of hotel which designed for extended stay of guest?
- A. Bed and breakfast inn.
  - B. Resident hotel.
  - C. Boutique hotel.
  - D. All suite hotel.
7. Which of these is American of Disabilities Act (ADA) compliance?
- A. 4% of the parking space is designated for handicapped.
  - B. The amenities are put at the higher shelf.
  - C. No handrail is located at the staircase.
  - D. The ramp surface is slippery.

8. Below is the personal qualities needed by hotel's general manager, **EXCEPT**

- \_\_\_\_\_.
- A. ability to delegate effectively.
  - B. attention to detail.
  - C. people skills.
  - D. impatient.

QUESTION 9 is based on diagram below.



**Diagram 2**

9. Which category of tourism might be related to statement in **Diagram 2**?

- A. Environmental.
- B. Historical.
- C. Business.
- D. Cultural.

10. What kind of destinations that suits Environmental tourism?

- A. Located nearby convention center.
- B. Have scenic beautiful island.
- C. Stresses glories of the past.
- D. Learning other culture's life.

11. Recreational process is called \_\_\_\_\_.

- A. contemplative.
- B. creative.
- C. bonding.
- D. zoning.

12. Which of the followings is **NOT** the trend in leisure and recreation?

- A. Learning and adventure opportunities for elderly.
- B. Fewer varieties in commercial sectors.
- C. A surge in travel and tourism.
- D. Increase in fitness activities

13. Which one of these is the basic core of foodservice?

- A. Restaurant.
- B. Customer.
- C. Vehicles.
- D. Food.

14. What is the responsibility of chef in the kitchen?

- A. Maintain safe and sanitary condition.
- B. Charge people for the service.
- C. Preparing wine list.
- D. Marketing.

15. The following matches each other, **EXCEPT** \_\_\_\_\_.

A.	Pantry Chef	prepares all banquet food.
B.	Pastry Chef	prepares dessert items.
C.	Roast Chef	prepares grill meats.
D.	Fish Chef	cooks fish dishes.

16. Airport restaurant is \_\_\_\_\_.

- A. located at the downtown area as they receive various type of customer.
- B. the customer is expecting the food prepared with high skilled staff.
- C. the food cooking demonstration is made in front of the customer.
- D. the table turnover is quick compare to other types of restaurant.



QUESTION 17 is based on diagram below.



Diagram 3

17. **Diagram 3** shows a type of restaurant. Which of these statements **BEST** describes this restaurant?

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

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

- A. The menus which are used to attract tourist's attention.
- B. The menus which repeated over a period of time.
- C. The menus which offer items individually priced.
- D. The menus which list the items 'of the day'.

19. The followings are the popular type of restaurant location,

**EXCEPT** \_\_\_\_\_.

- A. shopping mall-freestanding.
- B. restaurant row.
- C. downtown.
- D. uptown.

QUESTION 20 is based on diagram below.

Comparing perceptions of the service received with expectations of the service desired.

**Diagram 3**

20. Which of the followings are defined by statement in **Diagram 3**?

- A. Customer satisfaction.
- B. Customer feedback.
- C. Service quality.
- D. Tangibility.

**[20 MARKS]**



**PART B**

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

Answer ALL in Answer Booklet.

Front Office	Airport Hotel	Visitor	Historical Tourism
Responsiveness	Soup Chef	Sauce Chef	Empathy
Ethnic cuisine	Commercial	Steward	Reservation
Executive Chef	Sidewalk cafe	Fusion cuisine	Specialty Hotel
Bed and Breakfast Inn	Recreational Tourism	Chef International Association	Environmental Tourism
Malaysian Association of Hotel	Guest	Pineapple	Institutional

1. ( ) A heritage symbol of welcome, friendship and hospitality.
2. ( ) Used to be known as MAHAR.
3. ( ) This hotel is for convenient to the passenger of transit flight.
4. ( ) This hotel provides activities for guest who is health concern.
5. ( ) This hotel offers lodging in home-style atmosphere with daily breakfast included.
6. ( ) The customer who stay in a hotel.
7. ( ) Department in hotel which responsible for accepting reservation of the hotel.
8. ( ) The type of tourism which stresses on the glory of the past.
9. ( ) The destination of this type of tourism offers activities such as hiking and mountain climbing.
10. ( ) Travel for the purpose of 'back to nature'.

11. ( ) Chef who is responsible for preparing hors d'oeuvre.
12. ( ) Chef who spent much of their time on administration.
13. ( ) Types of food service operation which operation mainly to achieve profit.
14. ( ) This type of foodservice operation's expenses is supports by government.
15. ( ) The department who responsible in maintaining dishwashing machine.
16. ( ) The type of meal created by combining the characteristic ingredients or techniques at 2 or more ethnic cuisine.
17. ( ) The evaluation of this public eating-place was stimulated by people's travel.
18. ( ) The association who responsible in certifying the chef.
19. ( ) The ability to perform the service promptly.
20. ( ) Example of this dimension of service quality is approachability and effort to understand the customer's needs.

**[20 Marks]**

**PART C**

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

Answer ALL in Answer Booklet.

**QUESTION 1**

Define the term of hospitality and hospitality industry.

(4 marks)

**QUESTION 2**

Identify **THREE (3)** hotels classified by location and give example each.

(6 marks)

**QUESTION 3**

Give example for the followings:

<b>Push Factors</b>	<b>Example</b>
Cultural Landscape	a)
Cultural Traditions	b)
Wildlife Observation	c)
Entertainment	d)

(4 marks)

**QUESTION 4**

Describe briefly the role of travel wholesalers.

(2 marks)

**QUESTION 5**

Give definition:

a. Leisure.

(2 marks)

b. Recreation.

(2 marks)

**QUESTION 6**

Identify the factors contributing to the trends in foodservice industry.

(6 marks)

**QUESTION 7**

Give **FOUR (4)** dimensions of service quality.

(4 marks)

**[30 MARKS]**

**PART D**

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

Answer ALL in Answer Booklet.

**QUESTION 1**

Describe the roles of **FIVE (5)** major departments in room division department.

(10 marks)

**QUESTION 2**

a) Discuss factors contributing to the growth of tourism.

(5 marks)

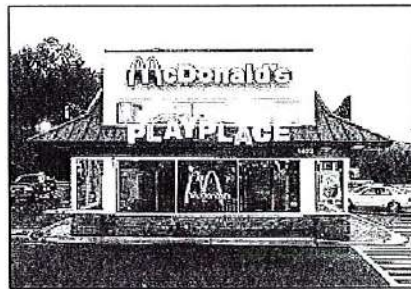
b) With supporting examples, explain 'root syndrome' as the push factor in generating desire to travel.

(5 marks)

**QUESTION 3**

a) Identify and give examples of **FIVE (5)** types of casual dining restaurant.

(5 marks)



b) Recognise the following criteria for the restaurant operation in diagram above:

- a. Type of restaurant
- b. Target customer
- c. Types of menu
- d. Skill level of the staff
- e. Types of service operation

(5 marks)

**[30 MARKS]**

**END OF QUESTION PAPER**

