



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : INTRODUCTION TO HOSPITALITY
AND TOURISM INDUSTRY

COURSE CODE : DHM 1013

EXAMINATION : APRIL 2019

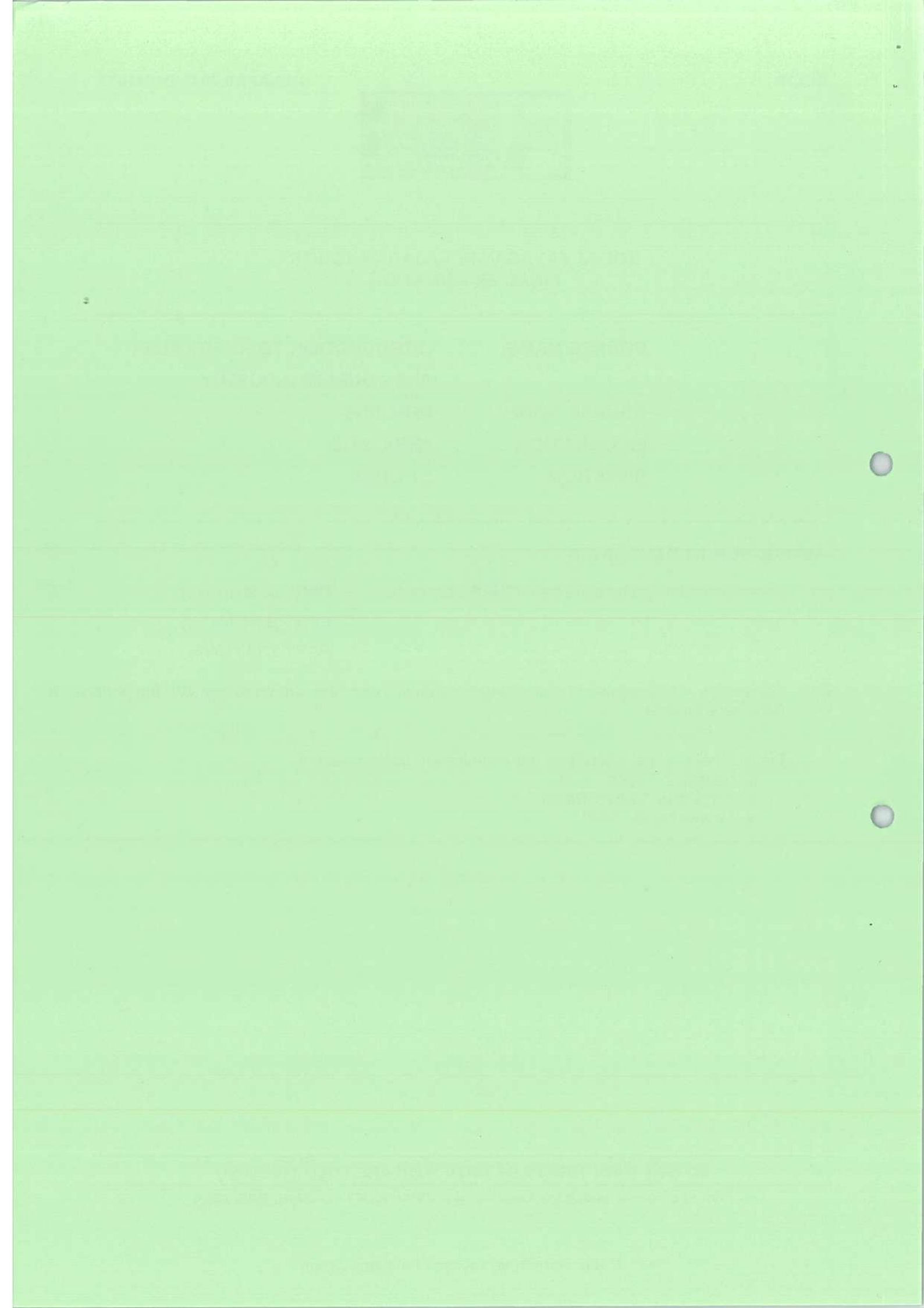
DURATION : 3 HOURS

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. 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 **9** printed pages including front page*



PART A

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

Answer ALL in Objective Answer Paper.

1. The hospitality industry consists of a broad category of field within the service industry. Hospitality industry can be defined as _____.

- A entertaining and make guest happy
- B friendly reception and treatment
- C cheerful and good treatment
- D friendly and fearful service

2. Which of the followings is the element in food service?

- A Automobile.
- B Food stalls.
- C Tour guide.
- D Attraction.

- Backpackers
 - Social traveler
 - Family

Diagram 1

3. **Diagram 1** above shows potential guests for a type of accommodation. The accommodation might refer to _____.

- A limited-service hotel
- B convention hotel
- C luxury hotel
- D resort

4. Which of the following is sought by guest in lodging?

- A Entertainment.
- B Beverage.
- C Shelter.
- D Travel.

5. Choose personal qualities best suited as a General Manager.
- i. Able to delegate effectively
 - ii. Attention to detail
 - iii. Follow through
 - iv. Friendly
- A i, ii
B ii, iii
C ii, iv
D i, ii, iii
6. Which of these is complied with American of Disabilities Act (ADA)?
- 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 Slippery ramp surface.
7. A body which represents tourism industry in Malaysia is _____.
- A United Nation World Tourism Organisation
 - B Ministry of Tourism and Cultural
 - C Malaysia Truly Asia
 - D Tourism Malaysia
8. Which of these is tourism intermediary?
- A Travel motivations.
 - B Push-Pull factors.
 - C Travel agent.
 - D Destination.



Diagram 2

9. **Diagram 2** above shown a situation of a destination. Which type of tourism is mentioned above?
- A Sport tourism.
 - B Dark tourism.
 - C Pink tourism.
 - D Ecotourism.
10. Which of the followings is listed as Seven Wonders of the Ancient World?
- A The Field Museum, Chicago.
 - B Great Pyramid of Giza.
 - C National Nature Park.
 - D Universal Studio.
11. Theme and amusement parks are developed from _____.
- A displays helping us to understand the modern world we lived in
 - B making human to be able to observe aquatic mammals
 - C rescuing endangered animals in breeding programs
 - D circuses, carnivals and tournaments
12. Which statement is referring to Proprietary Club?
- A Individuals wanting to become members need to purchase a membership.
 - B Provides members with moorage slip, where their boats are secured.
 - C Provides well-rounded welfare and recreational programs for military.
 - D Private clubs for alumni.

13. Below are commercial food service operation, except _____.

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

14. What are the responsibilities of a bar manager?

- i. Maintaining clean glassware, china and cutlery
- ii. Hiring and maintaining staff
- iii. Cleaning back of the house
- iv. Preparing wine list

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

15. Choose the correct dining experience timeline

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



Diagram 3

16. **Diagram 3** shows a type of restaurant. Which of these statements refers the restaurant?

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

17. Among of them, which information is referring to equipment innovations in foodservice trends?

- A Provide more power in less space, ensure better control and efficiency.
- B Customer will feel more comfortable in open café style.
- C Food displayed and prepared in full view to customers.
- D Patron value taste and nutrition more than price.

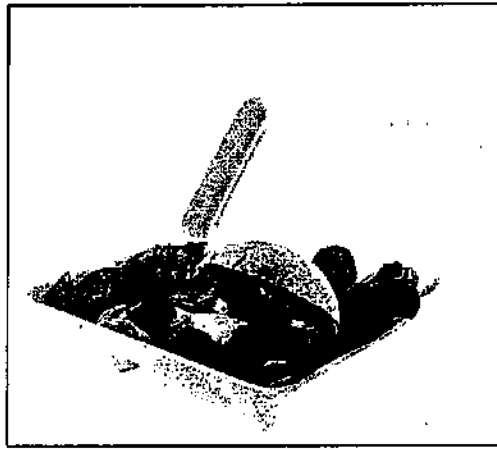


Diagram 4

18. Which of the statements below best describe Diagram 4?

- A** Restaurateurs and chefs are constantly exploring the world of food for new and interesting items to put on their menus.
- B** Products can be produced or carried out over a long period of time without a negative effect on the environment.
- C** Technology has made kitchen equipment more accurate and efficient with programmable cooking cycles.
- D** Home meal replacements are meals that are consumed at home but prepared somewhere else.

19. Which of the following is best defined service quality?

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

20. Empathy in service quality refer to _____.

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

[20 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

QUESTION 1

List **five (5)** components of hospitality industry.

(5 marks)

QUESTION 2

a. Describe the characteristics of luxury hotel.

(5 marks)

b. Briefly discuss MAH in Malaysian hotel industry.

(5 marks)

QUESTION 3

a. Identify **five (5)** lodging facilities which a hotel provides.

(5 marks)

b. List **five (5)** cleaning areas of housekeeping department.

(5 marks)

QUESTION 4

a. Differentiate push and pull factors in tourism industry.

(5 marks)

b. Discuss the importance of tourism industry.

(5 marks)

QUESTION 5

Briefly explain **five (5)** external environments which influence tourism industry.

(5 marks)

[40 MARKS]

PART C

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

Answer ALL questions in Answering Booklet.

QUESTION 1

Hotel bars allow guests to relax while sipping a cocktail after a hectic day. Discuss five (5) types of bars which available in a large hotel.

(10 marks)

QUESTION 2

Menu is important for a restaurant success which it will be shown as the concept of the restaurant. With example of a restaurant as reference, classify various types of menu which that can be used in Quick-service Restaurant.

(10 marks)

QUESTION 3

With the emergence of globalization practices, food service industry has taken their part of the changes. Discover the impacts of globalization in food service industry.

(10 marks)

QUESTION 4

Quality service is perceived as customer's judgment of overall excellence of the service provided in relation to the quality that was expected. Construct the criteria of quality service as perceived by customer.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER