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FINAL EXAMINATION**

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

COURSE CODE : DHM 1013

EXAMINATION : OCTOBER 2017

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR (4)** parts :
 - 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. Answering 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

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

Answer ALL in Objective Answer Paper.

1. Which of the followings is the 5S of hospitality tradition?
 - A. Sand.
 - B. Sweep.
 - C. Solution.
 - D. Sensational.

2. Lodging in hospitality is referred as businesses which provide _____.
 - A. movement for traveler
 - B. entertainment for traveler
 - C. food and beverage for traveler
 - D. shelter and places to stay for traveler

3. Which is the most preferable guest of limited-service hotel?
 - A. Family.
 - B. Backpackers.
 - C. Group traveler.
 - D. Wealthy clientele.

4. Which of the following statements is the reason of management contract in hotel management operation?
 - A. The owner does not have expertise.
 - B. The franchisee has complete control of hotel's properties.
 - C. Allows a company to expand more rapidly by using other's capital.
 - D. Allows interested investors to use hotel's name and business format.

5. The following services are provided in a hotel as lodging facilities, **EXCEPT**

-
- A. car park
 - B. room attendant
 - C. laundering linens
 - D. fixtures and fittings

6. Which of these is American of Disabilities Act (ADA) compliance?

- A. Slippery ramp surface.
- B. No handrail is located at the staircase.
- C. The amenities are put at the higher shelf.
- D. 4% of the parking space is designated for handicapped.

QUESTION 7 is based on diagram below.



Diagram 1

7. **Diagram 1** above shown a signage in a tourism destination. What type of tourism mentioned above?

- A. Ecotourism.
- B. Pink tourism.
- C. Dark tourism.
- D. Sport tourism.

8. Which of these is the scope of tourism industry?
- A. Banking.
 - B. Connectivity.
 - C. Transportation.
 - D. Fixtures and fittings.
9. What kind of destinations that suits Nature Tourism?
- A. Learning other culture's life.
 - B. Stresses glories of the past.
 - C. Have scenic beautiful island.
 - D. Located nearby convention center.
10. Which of the statements is the importance of tourism development?
- A. The increasing of illegal migrants.
 - B. Fewer varieties in commercial sectors.
 - C. Less needing of expertise in delivering service.
 - D. Protection is given to tourism product and services.
11. Theme and Amusement parks are developed from _____.
- A. circuses, carnivals and tournaments
 - B. making human able to observe aquatic mammals
 - C. rescuing endangered animals in breeding programs
 - D. displays helping us to understand the modern world we lived in
12. Passive recreational activity refers to _____.
- A. hiking
 - B. camping
 - C. shopping
 - D. jungle trekking

13. What is the function of catering and banqueting in a hotel?
- A. Place for storage and preparation food for consumption.
 - B. Provide food and beverage for function held in the hotel.
 - C. Prepare food and beverage for guest and general public.
 - D. Prepare breakfast, lunch and dinner for guest of the hotel.
14. What is the relationship between food and beverage (F&B) department and room division?
- A. Ensuring safety and security in F&B department.
 - B. Recruiting casual staffs in case of large-scaled events.
 - C. Help to collect used trays and utensils by in-room guests.
 - D. Maintain all restaurant and kitchen facilities in good condition.

QUESTION 15 is based on diagram below.



Diagram 2

15. Diagram 2 shows a type of restaurant. Which of these statements refers the restaurant?
- A. Highly skilled staff.
 - B. Menu offers are limited.
 - C. Only customers over 18 are served.
 - D. Attract customers based on theme itself.

16. Among of these, which information is referring to 'tourist menu'?
- A. The menus which list the items 'of the day'.
 - B. The menus which offer items individually priced.
 - C. The menus which repeated over a period of time.
 - D. The menus which are used to attract tourist's attention.
17. The followings are the popular type of restaurant location, EXCEPT _____.
- A. uptown.
 - B. downtown.
 - C. restaurant row.
 - D. shopping mall-freestanding.
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. Customers will feel comfortable with open and comfortable café style.
 - D. Provide more power in less space, and ensure better control and efficiency results.
19. 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 provision of caring and individualized attention to customers.
 - D. The knowledge and courtesy of employees to convey trust and confidence.

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

[20 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

expectations	Stewarding	innkeepers	convention center
Limited Service Hotel	environmental responsible	Residence Hotel	menu
Pantry Chef	travel agent	kitchen brigade	cultural tourism
Uniformed Services	wake-up calls	decoration	attitude
fusion	convenience	Executive Chef	fast food

1. The person who owns Inn keeping refers to _____.
2. Operating costs for _____ are kept low by eliminating food and beverage service.
3. Boutique hotel is distinguished by its soft attributes such as _____ and atmosphere.
4. Convention hotel is often in close proximity to _____ and provides facilities for conventions and tradeshow.
5. Guests that need longer stay for several reasons will be choose to stay in _____.
6. One of the responsibilities of telephone department is making _____.
7. Guest service department of _____ responsible for greeting guest at the front lobby and help with their luggage.
8. Arranging transportation, accommodation, and escorted tours based on tourist demand is the responsibility of _____.
9. Historic places, sites and museums are example of _____.
10. Ecotourism refers to people who being _____ in traveling.
11. In foodservice industry, the _____ is identified as service vehicles.

12. A team staff in the kitchen that work together on the same shift is called _____.
13. Cold food; including hors d'oeuvres are prepared by _____.
14. The person who responsible in the kitchen is _____.
15. Maintaining dishwashing machine is responsibility of _____ department.
16. Consumers' busy lifestyle will increase demand of _____ as they are looking to save time at mealtime.
17. Combination the characteristics ingredients or techniques at two or more ethnic cuisine is called _____.
18. Cheerful waiter is a measurement for the _____ of service.
19. Free parking is identification for the _____ services in establishment.
20. Service quality is unacceptable if the _____ are not met.

[20 MARKS]

PART C

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

Answer ALL questions in Answering Booklet.

QUESTION 1

Define the following terms:

- | | |
|-----------------------|-----------|
| a. Hospitality | (2 marks) |
| b. Innkeeping | (2 marks) |
| c. Accommodation | (2 marks) |
| d. Highway hotel | (2 marks) |
| e. All-suite hotel | (2 marks) |
| f. Tourism | (2 marks) |
| g. Travel agent | (2 marks) |
| h. Travel wholesalers | (2 marks) |
| i. Recreation | (2 marks) |
| j. Leisure | (2 marks) |
| k. Open kitchen | (2 marks) |
| l. Fusion cuisine | (2 marks) |
| m. Sidewalk café | (2 marks) |
| n. Perishable | (2 marks) |
| o. Variability | (2 marks) |

[30 MARKS]

PART D

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

Answer ALL in Answer Booklet.

QUESTION 1

Discuss **FIVE (5)** trends in hotel and room division operation.

(10 marks)

QUESTION 2

a) With supporting examples, explain push factors in traveling.

(5 marks)

b) Discuss the importance of tourism industry.

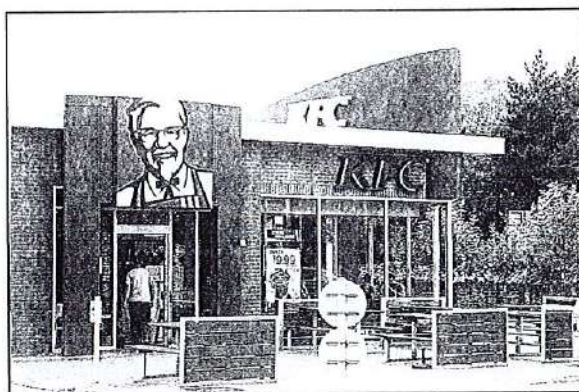
(5 marks)

QUESTION 3

a) Explain **FIVE (5)** types of menu.

(5 marks)

b) Recognise the characteristics of the restaurant below:



(5 marks)

[30 MARKS]

END OF QUESTION PAPER