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FINAL EXAMINATION

COURSE NAME	:	INTRODUCTION TO HOSPITALITY INDUSTRY AND TOURISM
COURSE CODE	:	DHM1013
EXAMINATION	:	JUNE 2023
DURATION	:	3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** parts : PART A (30 Marks)
   PART B (50 Marks)
   PART C (20 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. The Question Paper
   ii. An Objective Answer Paper
   iii. An Answering Booklet

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

*This examination paper consists of **13** printed pages including front page*

PART A

This part consist of **THIRTY (30)** questions.

Answer ALL in Answering Booklet.

1. Hospitality comes from the word hospice, which means _____.
   A friendly reception.
   B giving care or shelter.
   C delivering food service.
   D Entertaining strangers as guest.

2. Below is the scope of hospitality and tourism industry **EXCEPT**
   A travel
   B college.
   C Lodging
   D recreation.

3. What is the significant of pineapple in the hospitality?
   A Customer satisfaction.
   B Warmth and welcome.
   C The diversity of culture.
   D Friendly treatment of the guest.

4. What is the name of the first hotel that was built in the 16th century during French Revolution?
   A Savoy Hotel.
   B Marriot Hotel.
   C Hotel de Henry.
   D Koshu Nishiyama Hotel.

5. Which of these shows a characteristic of hospitality industry?
   A Consistent service delivery.
   B 8 am to 5 pm working hours.
   C Heavily depend on customer satisfaction.
   D The service is able to be delay to the next day.

-The customer is never wrong-

6. Whose statement is this which shows the importance of customer satisfaction in hospitality industry?
   A Cesar Ritz.
   B J.WillardMarriot.
   C Conrad N.Hilton.
   D Auguste Escoffier.

7. Who is the American businessman and founder of one the world's largest hotel organization which also known as "King of Innkeepers"?
   A Cesar Ritz.
   B J.Willard Marriot.
   C Conrad N. Hilton.
   D Auguste Escoffier.

8. Below is the trending that happen in hospitality industry **EXCEPT**
   A globalization.
   B diversity of guest.
   C safety and security.
   D greening of hotels and guest.

For both employees and visitors, hospitality and tourism offer a unique opportunity to learn about various cultures. To improve the nature of their contacts with tourist of various cultures, faiths, ethnicities, creeds, colors, ages, genders and sexual orientation, it is critical for workers to understand and appreciate different cultures. As a result, organization in this area must make an effort to train their employees to appreciate and accommodate people from all origin around the world.

9. What is the trend in hospitality related to the statement above?
   - A Diversity.
   - B Sanitation.
   - C Price-value.
   - D Social media.

It is an establishment that offer sleeping accommodation to any person who are willing to pay a reasonable sum for the service and facilities provided.

10. This statement above is referring to?
    - A Hotel.
    - B House.
    - C Hospital.
    - D Convention Center.

11. The following below are the Malaysian Association of Hotel (MAH) objective **EXCEPT**
    - A Financing.
    - B Promotion.
    - C Cooperation.
    - D Representative.

12. State three detailed classifications of hotel.

I. Location.

II. Function.

III. Star-rating.

IV. Number of staff.

A i, ii, iii.

B i, ii, iv.

C i, iii, iv.

D ii, iii, iv.

13. is lodging to guest who is not intended to be used as primary residence and it is usually located at downtown areas.

A Convention hotel

B Commercial hotel

C Extended stay hotel

D Bed and breakfast inns

The guest rooms in these hotels are larger than normal hotel rooms, with separate areas for working, sleeping and relaxing. The living area is typically separated from the bedroom, and some properties offer a kitchen set-up in the rooms.

14. The statement above belongs to which hotel?

A Spa hotel.

B Casino hotel.

C All-suite hotel.

D Boutique hotel.

- This type of hotel can be found in Turkey
- Originated for people in the old times to avoid disturbance and attack of wild animals
- These hotel also preferred by visitors who look for environmental friendly accommodation and can provide a "close-to-nature" experience.

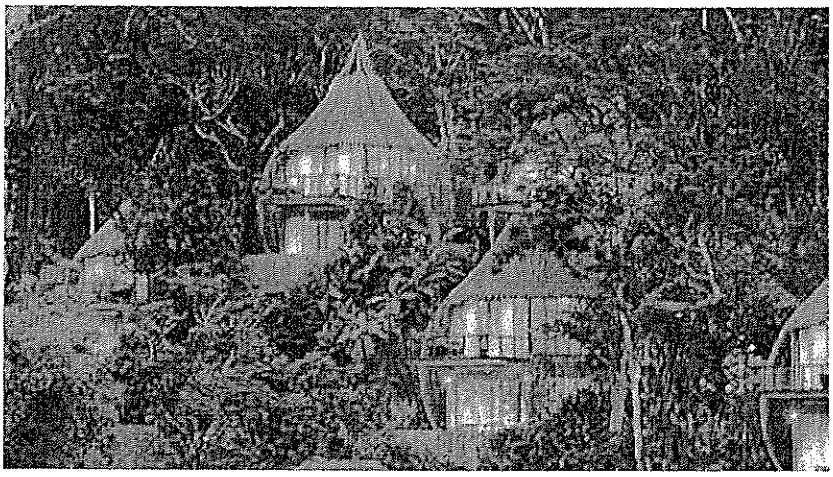
15. The statement above best referred to

A ice hotel.

B cave hotel.

C treetop hotel.

D capsule hotel.



i. Figure 1

16. **Figure 1** shows an example of a treetop hotel. This type of hotel can be found at these country **EXCEPT**

A Brazil.

B Kenya.

C Japan.

D Costa Rica.

17. International group is a group of hotel which is part of international chain of hotel. Which of the hotel below is belonging to international group?

A Shamrock Hotel
B JW Marriott Hotel
C The Kowloon Hotel
D Harbour Plaza Resort City

18. Hotel can be operated in one of the following ways such as

I. Privacy
II. Franchising
III. Management contract
IV. Independent owned and operated

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

19. Different types of guest who stay in a hotel depend on their purpose **EXCEPT**

A Origin
B Numbers
C Trip purpose
D Accommodation

20. is an individual who travel to engage in outdoor recreation,relaxation, visiting friends and relatives.

A Domestic Tourist
B Leisure Travellers
C Coorporate Business
D Free Independent Travellers (FITs)

21. They are sometimes referred to as "foreign independent traveller". Who are they?

A Domestic Tourist

B Leisure Travellers

C Coorporate Business

D Free Independent Travellers (FITs)

22. Below are the roles of hotel's General Manager **EXCEPT**

A Coordinating the work of all departments.

B Providing leadership to the management team.

C Providing services and information to the customers.

D Leading the hotel staff in meeting the financial, environmental and community responsibilities.

23. A typical structure of the room division is divided into sub-units such as

I. Front Office

II. Reservation

III. Housekeeping

IV. Human Resource

A i, ii, iii

B i, ii, iv

C i, iii, iv

D ii, iii,iv

24. Which of the following is **TRUE** regarding the main function of the front office department?

A Responsible for informing guests

B Selling rooms and maintaining balanced guest accounts.

C Place international calls, morning calls and wake-up calls as required by the guests.

D Leading the hotel staff in meeting the financial, environmental and community responsibilities.

25. Housekeeping cleaning areas responsibilities in a hotel include the following **EXCEPT**

A Guest room.

B Dining room.

C Pool and bar.

D Sales and administration office.

26. Tourism can be categorised into two sections which are

i. Eco tourist.

ii. Cultural tourist.

iii. Domestic tourism.

iv. International tourism.

A i, ii

B i, iv

C iii, iv

D i, ii, iii

27. _are tourists that want to relax and have a break from their usualroutine. This statement is best referred to as?

A Leisure tourist.

B Religious tourist.

C Adventure tourist.

D Special interest tourist.

Figure 2

28. What type of tourism is shown in Figure 2?

A Eco tourist

B Leisure tourist.

C Adventure tourist.

D Sport and recreation tourist.

29. Tourism product may need protection as well as development through government aid. Many core tourist attractions are public properties as shown as below **EXCEPT**

A natural

B landscape

C built heritage.

D public service.

30. Push factors are socio-psychological factors that motivate or create desire to satisfy a need to travel. They do not necessarily have specific,and clear choice of destination. Which factors below shows a push factor why people go on holiday?

i. Novelty

ii. Education

iii. Relaxation

iv. Relationship.

A i, ii

B i, iv

C iii, iv

D i, ii, ii

[30 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

QUESTION 1

a. State **three (3)** core tourism industries.

(3 marks)

b. Discover **four (4)** types of destinations.

(4 marks)

c. Identify **four (4)** sites that have been visited and recorded in history as the Seven Wonders of the Ancient World.

(4 marks)

d. Select **three (3)** trends in destinations to help promote tourism products.

(3 marks)

QUESTION 2

a. Define
   i. Public recreation and park agencies.

   ii. leisure.

(3 marks)

b. List **four (4)** categories of city club.

(4 marks)

c. State **two (2)** of the animal attractions.

(2 marks)

d. Classify **three (3)** trends in recreation and leisure

(3 marks)

QUESTION 3

a. Define

i. Lobby bar

ii. Restaurant bar

iii. Pool bars

(3 marks)

b. Justify **three (3)** responsibilities of the chief steward

(3 marks)

c. Give **three (3)** skills needed as a food and beverage director to help maintaining effectiveness and efficiency of the F&B department.

(3 marks)

d. List **three (3)** kinds of kitchen in hotel.

(3 marks)

QUESTION 4

a. Write **three (3)** unique features of managed service in F&B.

(3 marks)

b. Justify **three (3)** types of menus.

(3 marks)

c. Name **three (3)** factors to consider when planning a menu.

(3 marks)

d. Analyze **three (3)** recommended factors in menu analysis.

(3 marks)

[50 marks]

PART C

This part contains on **TWO (2)** questions.

Answer ALL question in Answer booklet.

QUESTION 1

Tourism and hospitality brings with it huge economic potential for destination that wishes to develop their tourism industry. Employment currency exchange, import and taxes are just a few of the ways that tourism can bring money into destination. Most destinations choose to invest their time and money into tourism because of positive economic impacts that they hope to achieve.

Based on the statement above, recognize **four (4)** positive economic impacts in tourism and hospitality industry.

(8 marks)

QUESTION 2

Customer Relationship Management (CRM) refers to how a business or organization interacts with customers, or prospective customers. Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. The primary goal of CRM is to enhance a good customer experience in such a way that current customers are retained and potential customers are gained.

Classify any **six (6)** issues in hospitality services.

(12 marks)

[20 marks]

END OF QUESTION PAPER