



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM 1013

EXAMINATION : OCTOBER 2018

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. Answer Booklet

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

*This examination paper consists of **10** printed pages including front page*

PART A

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

Answer ALL in Objective Answer Paper.

1. The symbol of pineapple gives meaning to hospitality as _____.
 - A. Entertain and make guest exciting.
 - B. Friendly reception and treatment.
 - C. Cheerful and good treatment.
 - D. Friendly and fearful service.

2. Which of the following is the main dynamic of hospitality industry?
 - A. Punctuality of product and service delivery.
 - B. Attractiveness of tourism destinations.
 - C. Customer comments and complains.
 - D. Guest and customer impressions.

3. Which of these, is **NOT** the service of accommodation?
 - A. Fixture and fittings.
 - B. Laundering linens.
 - C. Transportation.
 - D. Restaurant.

4. What is MAH?
 - A. Malaysian Association of Hospitality.
 - B. Malaysia Association of Hospitality.
 - C. Malaysian Association of Hotel.
 - D. Malaysia Association of Hotel.

QUESTION 5 is based on diagram below.



Diagram 1

5. Choose personal quality related to **Diagram 1**.
- Communication.
 - Leadership.
 - Mobility.
 - Smart.
6. Front office consist of _____ and _____.
- Telephone department ... uniformed service.
 - Reception ... Reservation department.
 - Reception ... Telephone department.
 - Reception ... uniformed service.
7. In tourism, traveling must be outside usual environment. What is meant by 'usual environment'?
- Place of which tourist have relatives at.
 - Place of frequent and regular trips.
 - Place which tourist never been to.
 - Place of which tourist works at.

8. Which of these is **NOT** the element of external environment of tourism industry?
- A. Society and culture.
 - B. Travel agency.
 - C. Economy.
 - D. Politics.
9. Which of the followings is the most accurate function of travel intermediaries in tourism industry?
- A. Sells tourism products to other countries.
 - B. Promotes tourism products to tourist.
 - C. Insured tourist travel experience.
 - D. Give consultation to tourist.
10. What is meant by MATTA?
- A. Malaysian Association of Travel and Transportation.
 - B. Malaysian Association of Tour and Transportation.
 - C. Malaysian Association of Tour and Travel Agents.
 - D. Malaysian Association of Travel and Tour Agents.
11. What is recreation?
- A. Special programs targeted toward at-risk youths and latchkey children.
 - B. The use of time for therapeutic refreshment of one's body or mind.
 - C. Time free from work or discretionary time.
 - D. Demographic changes of a community.
12. Which of the followings is the type of club?
- A. Amusement park.
 - B. Country club.
 - C. Theme park.
 - D. Recreation.

13. These are the basic cores of foodservice, **EXCEPT**

- A. Kitchen.
- B. Food.
- C. Menu.
- D. Staff.

QUESTION 14 is based on diagram below.

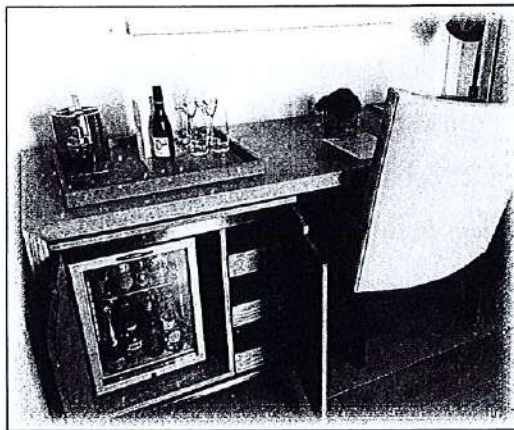


Diagram 2

14. Which of the statement below is referring to **Diagram 2**?

- A. The purpose is for food stocked with selected beverages to be immediately available to guests.
- B. Allows customers to order food and drink to be delivered to their rooms.
- C. Serves soft and alcoholic beverages.
- D. Also known as lounge or long bars.

15. The earliest fast food restaurant chain is _____ restaurant.

- A. Marrybrown
- B. Mcdonalds
- C. A&W
- D. KFC

QUESTION 16 is based on diagram below.

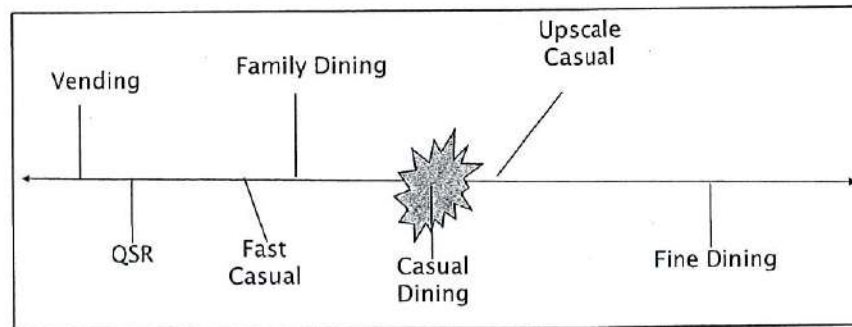


Diagram 3

16. Which of the statement BEST explains **Diagram 3**?

- A. Fine dining involves different meals to be served after one another.
- B. Vending service is fastest due to food prepared in faster way.
- C. Quick service is faster due to limited meals to be prepared.
- D. Family dining has limited meals to be prepared.

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

- A. Provide more power in less space, and ensure better control and efficiency results
- B. Customers will feel comfortable with open and comfortable café style.
- C. The food is displayed and prepared in full view to customers.
- D. Today, patrons value taste and nutrition more than price.

18. Global cuisine is referring to _____.

- A. A blend of ingredients and cooking techniques from around the world
- B. Amount of products used and waste created by the industry
- C. Fewer varieties in commercial sectors
- D. Food is made prior to service

19. In order to gain customer satisfaction, service shall involve customer's _____ and _____.

- A. need ... demands
- B. order ... request
- C. order ... wants
- D. need ... wants

20. Which of these is the situation of 'responsiveness'?

- A. Receive mail at same time each day.
- B. Avoid keeping customer's waiting.
- C. Showing respect for customer.
- D. Cleanliness of employee.

[20 MARKS]

PART B

This part contains of **EIGHT (8)** questions.

Answer ALL in Answer Booklet.

QUESTION 1

Give **FIVE (5)** components of hospitality in Malaysia.

(5 marks)

QUESTION 2

Describe luxury hotel.

(5 marks)

QUESTION 3

Discuss the characteristics of boutique hotel in Malaysia.

(5 marks)

QUESTION 4

Identify **FIVE (5)** different areas of housekeeping department.

(5 marks)

QUESTION 5

Discuss the roles of door attendant.

(5 marks)

QUESTION 6

Discuss the importance of tourism industry to a country.

(5 marks)

QUESTION 7

Differentiate Push theory and Pull theory of travel motivation.

(5 marks)

QUESTION 8

Give example of travel for :

- a) Cultural tourism
- b) Adventure tourism
- c) Religious tourism
- d) Dark tourism
- e) Sport tourism

(5 marks)

[40 MARKS]

PART C

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

Answer ALL in Answer Booklet.

QUESTION 1

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

(10 marks)

QUESTION 2

Describe the relationship of food and beverage department with other departments in a hotel.

(10 marks)

QUESTION 3

Based on your understanding, discuss the characteristics of *Marrybrown* restaurant as a quick-service restaurant.

(10 marks)

QUESTION 4

Discuss the impacts of technology to the foodservice industry.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER

