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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 : JAN 2024**

**DURATION : 3 HOURS**

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**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

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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 11 printed pages including front page.*



**PART A**

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

Answer ALL in Objective Answer Paper.

1. What is the origin of the word "hospitality"?
  - A Greek
  - B Latin
  - C French
  - D Spanish
  
2. According to the notes, what did the Latin word "Hospice" traditionally mean?
  - A A type of food.
  - B A religious ceremony.
  - C Lodging for travellers.
  - D A form of transportation.
  
3. In the history of the hospitality industry, what did the pineapple symbolize?
  - A Royalty.
  - B Exotic cuisine.
  - C Warmth and friendly.
  - D Religious practices among people.
  
4. During which period did the first hospitality establishment as a hotel emerge?
  - A 16th century.
  - B 19th century.
  - C Medieval period.
  - D Ancient Greek times.

5. Who is credited with creating the concept of the "grand hotel" in the 19th century?
- A Cesar Ritz
  - B Conrad N. Hilton
  - C Auguste Escoffier
  - D J. Willard Marriott
6. What is the primary purpose of lodging or accommodation, as mentioned in the notes?
- A Shopping.
  - B Sightseeing.
  - C Entertainment.
  - D Sleep, rest, safety, and shelter.
7. How is a hotel defined?
- A Any building with rooms.
  - B A public transportation hub
  - C A place for social gatherings.
  - D An establishment offering sleeping accommodation with a payment.
8. When was the Malaysian Association of Hotels (MAH) established?
- A 1960
  - B 1974
  - C 1985
  - D 1999
9. What is MAH's role in the hospitality industry?
- A Operating airlines
  - B Conducting spa treatments.
  - C Promoting farming practices.
  - D Representing and advancing the interests of its hotel members.

10. What criteria are used for the hotel star-rating system in Malaysia?
- A Number of rooms.
  - B Colour of the hotel.
  - C Availability of swimming pools.
  - D Characteristics set by the Ministry of Tourism.
11. In the classification of hotel properties, what distinguishes resort hotels?
- A Limited services.
  - B Urban locations.
  - C Proximity to airports.
  - D Comprehensive recreational amenities.
12. What is the primary characteristic of boutique hotels?
- A Large size.
  - B Standardized design.
  - C Extended stay options.
  - D Personalized accommodation and unique design.
13. What type of hotel typically caters to customers who stay for an extended period and offers full kitchen facilities?
- A Casino hotel.
  - B Boutique hotel.
  - C Serviced apartment.
  - D Bed and breakfast inn.

14. Which special hotel type requires guests to have a diving certification to access their rooms?
- A Ice hotel.
  - B Cave hotel.
  - C Capsule hotel.
  - D Underwater hotel.
15. What is the primary function of the front office in a hotel?
- A Handling reservations.
  - B Managing housekeeping.
  - C Handle services and interactions with guest.
  - D Providing concierge services to the guest and bring their item to room.
16. In a hotel's management structure, what is the role of the General Manager?
- A Cleaning guest rooms.
  - B Leader to the company.
  - C Operating the front desk.
  - D Managing housekeeping tasks.
17. According to the notes, what are the three main functions of the front office?
- A Selling rooms, cooking meals, and managing finances.
  - B Handling reservations, organizing events, and cleaning public areas.
  - C Selling rooms, managing guest accounts, and providing guest services.
  - D Coordinating room service, overseeing laundry, and managing concierge services.
18. What does the housekeeping department primarily handle in a hotel?
- A Managing reservations.
  - B Providing concierge services.
  - C Overseeing front office operations.
  - D Cleaning and maintaining the cleanliness of guest rooms and public areas.

19. What type of guests stay in a hotel with concealed identities to avoid formal attention?

- A VIPs.
- B Incognito.
- C Leisure travellers.
- D Conference participants.

20. Which department in the hotel is responsible for taking care about cleanliness in hotel organization?

- A Front office.
- B Housekeeping.
- C Concierge services.
- D Reservation department.

21. What is the main responsibility of the chef?

- A Cooking meals.
- B Cleaning guest rooms.
- C Providing concierge services.
- D Leading the hotel staff in meeting financial, environmental, and community responsibilities.

22. What do VIPs in a hotel often include, according to the notes?

- A Celebrities.
- B Regular guests.
- C Group tourists.
- D Business travellers.

23. What is the primary role of the concierge department in a hotel?

- A Handling reservations.
- B Providing room service.
- C Personalized guest assistance.
- D Managing housekeeping department in hotel.

24. In a hotel's management structure, what is the purpose of the administrative department?
- A Directly dealing with guests.
  - B Providing concierge services.
  - C Supporting non-income revenue centers.
  - D Managing reservations and bookings in hotel and resort.
25. What is the main relationship between the tourism and hospitality industries?
- A Managing transportation.
  - B Providing leisure activities.
  - C Hospitality serves the tourism sector.
  - A Arranging harmony for local residents.
26. According to the notes, what does the term "Domestic Tourism" refer to?
- A International business trips.
  - B Trips made by local residents.
  - C Leisure activities in foreign countries.
  - D Trips made by tourists within their own countries.
27. In the context of tourism, what does the scope include among its components?
- A Managing reservations.
  - B Front office operations.
  - C Providing concierge services.
  - D Destination, accommodation, transportation, attraction, food, and beverage.



28. How does tourism impact the economy of a country?
- A Decreasing employment.
  - B Decreasing national image.
  - C Strengthening the country currency.
  - D Weakening safety in national frontiers.
29. According to the classification of tourists, what characterizes the "Adventure Tourist"?
- A Seeking rest and relaxation.
  - B Seeking thrills, embracing risks.
  - C Traveling for religious purposes.
  - D Focusing on cultural experiences.
30. What does the term "Push Factor" in travel motivation refer to?
- A Attractiveness of destinations
  - B Factors influencing destination choices.
  - C Internal factors driving travel desires in potential tourists.
  - D Factors influencing actual destination choices among tourists.

[30 MARKS]

**PART B**

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

Answer ALL questions in Answering Booklet.

**QUESTION 1**

- a. Define tourism distribution channel. (2 marks)
- b. List **five (5)** different types of destinations in tourism. (5 marks)
- c. Write **seven (7)** Seven Wonders of the Ancient World. (7 marks)
- d. Explain **five (5)** purposes of travel. (5 marks)

**QUESTION 2**

- a. Give **five (5)** main purposes of the National Parks Service. (5 marks)
- b. Define **two (2)** functions of private clubs. (2 marks)
- c. Jot down **eight (8)** departments under the food and beverage division. (8 marks)

**QUESTION 3**

- a. List **four (4)** responsibilities of the chief steward. (4 marks)
- b. Give **three (3)** types of classification of restaurants. (3 marks)

QUESTION 4

- a. In your opinion, list **five (5)** trends in the restaurant business.

(5 marks)

- b. In planning a menu, the needs and desires of the guest are what is important, not what the owner, or chef thinks. Write down **four (4)** types of menus.

(4 marks)

[50 MARKS]

**PART C**

This part contains of **TWO (2)** questions.  
Answer ALL questions in Answer Booklet.

**QUESTION 1**

Briefly explain **five (5)** challenges in handling customer service in the hospitality industry.

(10 marks)

**QUESTION 2**

Think about the times you've dealt with customers.

Explain **five (5)** methods you think work best for making customers happy and share an example.

(10 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**



