



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM 1013

EXAMINATION : JUNE 2024

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **FOUR (4)** parts :
 - PART A (40 Marks)
 - PART B (20 Marks)
 - PART C (20 Marks)
 - PART D (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 **16** printed pages including front page*

PART A

This part consists of **FORTY (40)** questions.

Answer ALL in Objective Answer Paper.

1. What is the origin of the word "hospitality"?
 - A Latin
 - B Greek
 - C French
 - D German

2. What did the term "hospice" traditionally mean?
 - A A marketplace.
 - B A medical facility.
 - C A place for cultural gatherings.
 - D A religious lodging for travelers.

3. What is the main focus of the hospitality industry?
 - A Providing medical services.
 - B Catering to basic human needs.
 - C Manufacturing tangible products.
 - D Offering entertainment and leisure services.

4. What fruit became a symbol of hospitality and friendship?
 - A Apple.
 - B Banana.
 - C Orange.
 - D Pineapple.

5. In which century was the pineapple introduced into Europe?
- A 15th century.
 - B 17th century.
 - C 14th century.
 - D 18th century.
6. What does the pineapple symbolize in American hospitality?
- A Warning for disaster.
 - B Invitation and welcome.
 - C Exclusion and call office.
 - D Farewell celebration for staff.
7. What characteristic sets the hospitality industry apart from others?
- A Limited operating hours.
 - B Focus on tangible products.
 - C Perishable nature of experiences.
 - D Reliance on basic human needs and nature.
8. Which factor heavily influences the success of the hospitality industry?
- A Economic recession.
 - B Customer satisfaction.
 - C Government regulations.
 - D Technological advancements.
9. What trend in the hospitality industry has grown rapidly with the rise of social media?
- A Diversity.
 - B Sanitation.
 - C Globalization.
 - D Safety and security.

10. Since September 11, 2001, what aspect of hospitality operations has become critical?
- A Price-value.
 - B Diversity training.
 - C Safety and security.
 - D Social media presence.
11. What is lodging primarily known as?
- A Hotel.
 - B Motel.
 - C Resort.
 - D Inn chalet.
12. What is the main function of a hotel?
- A Providing accommodation.
 - B Offering entertainment activities.
 - C Offering transportation services.
 - D Providing food and beverage services.
13. Who typically runs a large hotel?
- A Housekeeping Manager.
 - B Front Office Supervisor.
 - C Food and Beverage Director.
 - D General Manager and executive committee.
14. What are the major departments of a hotel?
- A Security, Maintenance, Administration.
 - B Sales, Marketing, Customer Service Dept.
 - C Human Resources, Accounting, Engineering.
 - D Front Office, Food and Beverage, Housekeeping.

15. What are guests of a hotel commonly referred to as?
- A Guests.
 - B Clients.
 - C Patrons.
 - D Visitors.
16. Which type of traveler engages in leisure activities?
- A Leisure Traveler.
 - B Conference Participant.
 - C Free Independent Traveler.
 - D Corporate Business Traveler.
17. Who are *Free Independent Travelers (FITS)* ?
- A Business travelers with corporate bookings.
 - B Local residents staying at a hotel for special occasions.
 - C Tourists on package tours booked through travel agents.
 - D International tourists who make their own travel arrangements.
18. What are *Group Inclusive Tours (GITs)*?
- A Package tours booked through travel agents.
 - B Tours are booked directly through hotels agents.
 - C Tours agent organized for VIP guests of the hotel.
 - D Tours organized by corporations for their employees.
19. Who are considered Domestic Tourists?
- A VIP guests of the hotel.
 - B Business travelers from overseas.
 - C International travellers visiting for leisure.
 - D Local residents staying at a hotel for special occasions.

20. What is the primary function of the front office in a hotel?
- A Selling rooms.
 - B All of the above.
 - C Maintaining balanced guest accounts.
 - D Providing services and information to guests.
21. Who manages the reservation department in a hotel?
- A Front Office Manager.
 - B Reservations Manager.
 - C Housekeeping Manager.
 - D Food and Beverage Director.
22. What is the main responsibility of the concierge department?
- A Room cleaning.
 - B Providing room service to guests.
 - C Handling reservations and guided tours.
 - D Processing incoming and outgoing calls.
23. What is the role of the housekeeping department in a hotel?
- A Managing room reservations.
 - B Providing food and beverage services.
 - C Maintaining cleanliness of guestrooms and public areas.
 - D Coordinating front office operations and hotel regulations among staff.

24. Which department ensures the highest possible level of room occupancy in a hotel?
- A Front Office.
 - B Housekeeping.
 - C Food and Beverage.
 - D Reservations department.
25. What are the responsibilities of the telephone department in a hotel?
- A Providing room service to guests.
 - B Maintaining cleanliness of public areas.
 - C Handling reservations and guided tours.
 - D Processing incoming and outgoing calls.
26. Who are responsible for providing guest services and transporting luggage to rooms?
- A Bell persons.
 - B Front office clerks.
 - C Housekeeping staff.
 - D Concierge staff and co-workers.
27. What is the primary function of the rooms division in a hotel?
- A Selling rooms.
 - B Maintaining room cleanliness.
 - C Providing food and beverage services.
 - D Coordinating conference and corporate events.

28. Which department is considered the "nerve centre" or hub of a hotel?
- A Front Office.
 - B Housekeeping.
 - C Food and Beverage.
 - D Reservations Department.
29. Who is responsible for making decisions regarding room reservations/bookings in a hotel?
- A Front Office Manager.
 - B Reservations Manager.
 - C Housekeeping Manager.
 - D Food and Beverage Director.
30. Which department is responsible for cleaning and maintaining guestrooms?
- A Engineering.
 - B Reservations.
 - C Housekeeping.
 - D Food and Beverage.
31. What is the primary responsibility of the food and beverage department in a hotel?
- A Handling reservations.
 - B Maintaining room cleanliness.
 - C Offering food and beverage services.
 - D Providing accommodation and services.
32. Who typically oversees the operations of the food and beverage department?
- A General Manager.
 - B Housekeeping Manager.
 - C Food and Beverage Director.
 - D Front Office Supervisor and Director.

33. What are the main functions of the administrative department in a hotel?
- A Assisting revenue centres.
 - B Generating income for the hotel.
 - C Providing direct services to guests.
 - D Supporting the functioning of revenue centres.
34. Which type of traveler purchases their own accommodation and makes their own travel arrangements?
- A Leisure Traveler.
 - B Conference Participant.
 - C Free Independent Traveler.
 - D Corporate Business Traveler.
35. What distinguishes *Very Important Persons (VIPs)* in a hotel?
- A They are local residents.
 - B They travel in large groups
 - C They stay in expensive rooms.
 - D They book through travel agents.
36. What term is used to describe guests who conceal their identities to avoid formal attention?
- A VIPs.
 - B Incognito.
 - C Business travelers.
 - D Leisure and relax travelers.

37. What is the main responsibility of the General Manager (GM) in a hotel?
- A Selling rooms.
 - B Handling reservations.
 - C Maintaining room cleanliness.
 - D Providing leadership to the management team.
38. What are the key factors determining the success or failure of a hotel's service?
- A Size of the hotel
 - B Location of the hotel
 - C Day-to-day operations
 - D Number of guest rooms
39. What is the main function of the front office department?
- A Maintaining room cleanliness.
 - B Providing food and beverage services.
 - C Selling rooms and providing guest services.
 - D Managing housekeeping operations in the hotel.
40. Who typically manages the telephone department in a hotel?
- A Front Office Manager.
 - B Reservations Manager.
 - C Food and Beverage Director.
 - D Telephone Services Manager.

[40 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

1. Tourism involves trips made by local residents within their own countries. *(True/False)*
2. International Tourism involves trips within a single country. *(True/False)*
3. The hospitality sector relies on the tourism industry for better service. *(True/False)*
4. The tourism industry arranges harmony for tourists traveling internationally. *(True/False)*
5. Adventure tourists seek to participate in activities that are safe and predictable. *(True/False)*
6. Cultural tourists are interested in experiencing different cultures. *(True/False)*
7. Eco-tourists are primarily interested in urban environments. *(True/False)*
8. Leisure tourists seek to rest and relax, breaking away from their usual routine. *(True/False)*
9. Religious tourists visit places of religious importance. *(True/False)*
10. Special Interest Tourists (SIT) have no particular interest in their travel destination. *(True/False)*
11. Tourism distribution channels primarily involve the conveyance of goods to consumers. *(True/False)*
12. The Malaysian Association of Tour and Travel Agents (MATTA) is an official association for tourism suppliers. *(True/False)*
13. Travel agencies act as middlepersons, selling travel services on behalf of various transportation and accommodation providers. *(True/False)*
14. Tour operators plan and organize tours, negotiating discounted travel packages for consumers. *(True/False)*
15. Cultural tourism involves traveling to experience different cultures, including languages, races, celebrations, and religions. *(True/False)*
16. Environmental tourism primarily focuses on urban environments and city attractions. *(True/False)*
17. Sports tourism involves observing or participating in sporting events while staying within one's usual environment. *(True/False)*
18. Business tourism refers to the activity of leaving one's native place for leisure purposes. *(True/False)*

19. Frontier tourism involves visiting well-established tourist destinations. *(True/False)*
20. The Seven Wonders of the Ancient World include iconic landmarks like the Eiffel Tower and the Statue of Liberty. *(True/False)*

[20 MARKS]

PART C

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

Answer ALL questions in Answering Booklet.

hotel	accommodation	engineer	group inclusive tours (gits)	enterprises
hotel switchboard	information	strategies	guests	free independent travelers
luggage	pleasure	guided tours	automobile	overbooking
hospitality	public	chief accountant	laundry	luggage
kitchen	government	rooms	sponsored recreation	foodservices

1. Lodging or accommodation is also generally known as _____.
2. The primary function of a hotel is to provide _____.
3. The executive committee of a large hotel typically includes the heads of major departments such as room divisions, food and beverage, marketing and sales, human resources, chief accountant, and chief _____.
4. The people who stay in a hotel are called _____.
5. The two main types of guests based on trip purpose are _____ and business travelers.
6. FITs stands for _____.
7. Tourists who travel together on package tours with accommodation and sometimes meals, which are booked through travel agents, are called _____.
8. VIPs may include celebrities, frequent-stay guests, guests in expensive rooms, guests with security risks, and top executives from _____.
9. The general manager of a hotel is responsible for providing leadership to the management team, coordinating the work of all departments, and participating in the formulation of hotel policies and _____.

10. The front office is the department of a hotel that makes the first and last impression on guests and is responsible for selling rooms, maintaining balanced guest accounts, and providing services and _____ to guests.
11. The telephone department in a hotel processes all incoming and outgoing calls through the _____.
12. The reservations manager is responsible for making decisions on whether room reservations/bookings should be accepted when the hotel is fully booked, to stop taking room reservations, or to allow _____ of rooms.
13. The concierge is responsible for informing guests of community services, reservations, and _____.
14. Door attendants are responsible for greeting guests at the hotel front door and assisting in opening/closing _____ doors.
15. The main function of the bell person is to escort guests and transport _____ to their rooms.
16. The housekeeping department is responsible for cleaning and maintaining the cleanliness of guestrooms and _____ areas.
17. Housekeeping's cleaning areas of responsibility in a hotel include guest rooms, bathrooms, bed making, room service, and guest _____ service.
18. In a hotel, the front office and housekeeping department are under the control of the director of _____.
19. The executive committee of a large hotel typically includes the heads of major departments such as room divisions, food and beverage, marketing and sales, human resources, _____, and chief engineer.
20. The bell person's main function is to escort guests and transport _____ to their rooms.

[20 MARKS]

PART D

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

Answer ALL questions in Answering Booklet.

QUESTION 1

- a. List **one (1)** segmentation in foodservices industry.
(1 marks)
- b. Write down **one (1)** department under the food and beverages department.
(1 marks)
- c. Based on your study in this subject, give the definition of kitchen.
(2 marks)
- d. In hospitality management, name one position who leads food and beverage department.
(1 marks)

QUESTION 2

- a. Based on your knowledge, jot down **three (3)** main types of casual restaurants.
(3 marks)
- b. List **two (2)** main categories of restaurants.
(2 marks)
- c. Give **three (3)** factors in planning a menu.
(3 marks)
- d. Identify **two (2)** factors that need to be reconsidered when planning to open a restaurant business.
(2 marks)

QUESTION 3

a. List **two (2)** trends in foodservices industry.

(2 marks)

b. Based on your knowledge, why do chef need to take care of their cleanliness during cooking?

(3 marks)

[20 MARKS]

END OF QUESTION PAPER

