

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Hotel Management (DHMN)
Diploma In Culinary Arts (DCAN)

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : December 8, 2018 (Saturday)

Time : 11:00 am – 1:00 pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: THIRTY (30) Multiple Choice questions. Answer ALL the questions.

Section B : Short answer questions. Answer ALL the questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted :

Nil

Materials provided :

OMR Sheets

Examiner (s) : Virgillia Lee Freddy and Ahmad Zikri

Moderator : Dr Kamril Juraidi Bin Haji Abdul Karim

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION: AUGUST 2018 SESSION

Section A: Multiple Choice question (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. Hospitality is defined as
 - A. The act of kindness to strangers who come to a hotel
 - B. The act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation
 - C. Entertaining guests during their leisure time involving food, drink and accommodation
 - D. Entertaining guests with kindness during their leisure time involving food, drink and accommodation

2. All below are the characteristics of hospitality industry except:
 - A. it is following the business hours
 - B. it is emphasis on service
 - C. it is emphasis on guest satisfaction
 - D. it is one of the largest and fastest growing industry

3. Which of the below segment is **NOT** a direct career path in the hospitality industry?
 - A. Hotel
 - B. On site food services
 - C. Travel and Tourism
 - D. Event Management

4. The first hotel in Kuala Lumpur called the _____ and was built in 1957.
- A. E&O Hotel
 - B. Federal Hotel
 - C. Majestic Hotel
 - D. Mandarin Oriental Hotel
5. Which below is the closest to a fine dining restaurant?
- A. Bistro
 - B. Brasserie
 - C. Coffee Shop
 - D. Ethnic Restaurants
6. Which of the following is untrue about careers in Hospitality industry?
- A. Hospitality job are at production line
 - B. Hospitality job provide opportunity for long-term career growth
 - C. There are perks associated with many hospitality jobs
 - D. Hospitality job are not nine-to-five jobs
7. The hotel industry is affected by which of these factors?
- A. Globalization
 - B. Market need and opportunities
 - C. Diversity of business opportunities
 - D. All of the above
8. Which of the following is correct about working with chain operations?
- A. More control
 - B. Better training
 - C. Less job security
 - D. Harder to market and sell

9. Which of the below is **TRUE** about the difference between Front of the House and Back of the House of a restaurant?
- A. Front of the house personnel includes waiters and waitress and back of the house personnel include a steward.
 - B. Waitresses have direct contact with the guest and a restaurant clerk does not have any contact with the guest.
 - C. Front of the house personnel serves the guest and back of the house does not serve the guest.
 - D. All the above
10. One of the telephone operator responsibility is
- A. monitoring sales calls
 - B. In-charge of business center
 - C. answering and assisting external and external phone calls
 - D. photocopying, printing, and faxing documents for guests
11. Kelsey normally greets arriving guests and process the check in of guests at the hotel she works at. She is probably the...
- A. Bellhop
 - B. Concierge
 - C. Bellhop captain
 - D. Front office executive
12. What is the key responsibility of 'Front of the House' in restaurant operations?
- A. ensuring safety and sanitation
 - B. handling purchasing
 - C. handling receiving
 - D. ensuring guest satisfaction
13. One of the reasons a guest chooses a lodging facility over the other is due to its
- A. Food & Beverage
 - B. Branding
 - C. Service
 - D. Location of the property

14. Although in most operations workers clean up as they go during their shift, the heavy clean up in Back of the House usually done _____.
- A. in the middle of the shift
 - B. in between of changing shift time
 - C. at night
 - D. early morning
15. The Finance Manager of a hotel is also responsible for :
- A. The guest security and safety
 - B. The revenue and profitability of the hotel
 - C. The shareholders and owner reputation and image
 - D. The efficiency in administrative and operation aspect of the hotel
16. "Own by multiple unit companies and are referred to as the parent company" is referring to _____ types of restaurant operations.
- A. chain
 - B. independent
 - C. franchise
 - D. managed
17. When opening a new restaurant, what are the factors that we need to look into?
- A. Space
 - B. Equipment
 - C. Lighting
 - D. All the above
18. According to William Rosenberg, founder of Dunkin' Donuts, _____ allows one to be 'in business for yourself, but not by yourself'.
- A. Chain restaurant
 - B. Franchising restaurant
 - C. Independent restaurant
 - D. Partners restaurant

19. In franchise business systems, _____ generally pay a development fee, a royalty fee, and an advertising assessment.
- A. franchiser
 - B. franchisor
 - C. franchisees
 - D. franchise
20. Bar are managed by sommeliers, whose duties along with wine stewards include
- A. Supervising the ordering and storage of wines
 - B. Preparing of wine list
 - C. Overseeing of staff
 - D. All the above
21. The main advantages for independent restaurant owners is the
- A. flexibility
 - B. brand recognition
 - C. risk of business failure is reduced
 - D. discounted purchase
22. _____ is a hotel's secondary source of profit.
- A. Food & Beverage
 - B. Room rental
 - C. Laundry services
 - D. Meeting events
23. The _____ is a desk clerk with special accounting responsibilities.
- A. accountant
 - B. business centre clerk
 - C. concierge
 - D. night auditor

24. Define the term "Due Out"
- A. The room is expected to become vacant after the following day's check out time
 - B. The guest has settled his or her amount, return the room key and leave the hotel
 - C. The guest has requested and is being allowed to check out later than the hotel standard check out time
 - D. The guest registered but the bed has not been used
25. Which of the following is **NOT** the staff and support departments?
- A. Engineering Department
 - B. Front Office Department
 - C. Sales & Marketing Department
 - D. Human Resources Department
26. Generally, a hotel guest will first complain to the:
- A. Housekeeping
 - B. Reception
 - C. Security
 - D. Concierge
27. Which of the following is not the factors of increased intention to travel abroad?
- A. Increase in family population
 - B. Affordable air travel
 - C. Increase in disposable incomes
 - D. Information communication
28. Which of the following are the typical reasons for travel?
- A. Vacation and leisure trips
 - B. Visits to friends and relatives
 - C. Business and professional trips
 - D. All of the above

29. Which of the following is true on Baby Boomers lifestyle cohort? Baby boomers _____
- A. Are skeptical about advertising
 - B. Embrace change and dislike stability
 - C. Like material possessions and shopping
 - D. Technologically savvy
30. All below are the factors that influencing what people eat except
- A. Lifestyle factors
 - B. Food trends
 - C. Cultural factors
 - D. Location factors

Section B: Short answer question (70 marks)

Instructions: Answer **ALL** the questions in the answer booklet provided.

Question 1

- (a) List **FIVE (5)** types of lodgings available in the hospitality industry. (5 marks)
- (b) Briefly explain the **FIVE (5)** types of lodgings which you have listed in Question 1 (A). (5 marks)

Question 2

Identify **FIVE (5)** advantages and **FIVE (5)** disadvantages to an owner who want to venture into franchise business system. (10 marks)

Question 3

- (a) Describe the characteristics of a cafeteria foodservice. (5 marks)
- (c) Describe the characteristics of a fine dining restaurant. (5 marks)

Question 4

Security department is one of the core department in hotel and lodging operations.

List and briefly explain **FIVE (5)** increased security features by hotels with the advancement of technology.

(10 marks)

Question 5

The importance of tourism to the hospitality industry is increasing each year. As the employment in manufacturing continues to fall, the service industries has significantly grow.

Explain briefly the **TWO (2)** factors below that affecting travel and tourism.

(a) Aging population

(5 marks)

(b) Technology

(5 marks)

Question 6

Explain briefly about the following travel trends.

(10 marks)

(a) Visit family and friends

(b) Pleasure travel

(c) Outdoor recreation and entertainment

(d) Business and convention travel

Question 7

Globalisation is a very debatable topic as it has good and bad effects to people. It depends upon the person whether the globalisation is good or bad.

(a) List **FIVE (5)** positive impacts of globalization on the F&B industry.

(5 marks)

(b) List **FIVE (5)** negative impacts of globalization on F&B industry.

(5 marks)

-THE END-

