

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : July 31, 2018 (Tuesday)

Time : 2:00 pm -4:00 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

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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: APRIL 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. The room division director is held responsible for the efficient and effective leadership and operation of all the rooms division departments. They include concerns such as the following:
 - A. Financial responsibility for rooms division
 - B. Employee satisfaction goals
 - C. Guest satisfaction goals
 - D. All on the above

2. The following are the roles of a Chef, **EXCEPT?**
 - A. Create new menu every now and then
 - B. Attend daily management briefing
 - C. Report malfunction of equipment in the kitchen
 - D. Assist in the repairing process of equipment malfunction

3. The following personnel in a hotel are normally required to be in uniform, **EXCEPT?**
 - A. Bell Staff
 - B. Marketing Communications
 - C. Laundry Staff
 - D. Sales

4. Which department in a hotel handles the need for press reviews, creation of brand awareness through creative collaterals?
 - A. Purchasing
 - B. Human Resource
 - C. Sales
 - D. Marketing Communications

5. Jill normally assists guests to book taxi rides or even with their general enquiries on nearby places of attractions. She is probably the...
 - A. Bellhop
 - B. Concierge
 - C. Bellhop captain
 - D. Front office executive

6. Who is responsible for establishing mode of operations that is professional and leaves the guest feeling that he or she is in secure hands?
 - A. The General Manager
 - B. The Resident Manager
 - C. The Operation Manager
 - D. Rooms Division Manager

7. Hotels have begun to add concierge to attend to specific guests in certain areas called:
 - A. Club Floor
 - B. Business Centre
 - C. Mega floors
 - D. Fitness Centre

8. Which of the following is an example of a service staff empathizing with a customer's objection?
 - A. I understand how you feel.
 - B. You think the price is too high.
 - C. Everyone is buying this item.
 - D. This is the best deal in town.

9. During a pre-opening hotel, which of the following is the **MAIN** job scope of Front Office Manager?
 - A. Preparation on Standard Operating Procedures
 - B. Interviewing potential candidates
 - C. Preparation of Front Office Budget
 - D. All the above

10. What are the qualities needed to be a successful hospitality leader?
- A. Good Leadership
 - B. People skills
 - C. Patience
 - D. All on the above
11. 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
12. Which of the departments below are in the Food and Beverage Division?
- A. Kitchen
 - B. Lounge
 - C. Catering
 - D. All the above
13. _____ are operations owned by one or more owners who are usually involved with day to day operations of the business
- A. Independent restaurants
 - B. Chains
 - C. Franchises
 - D. Fast food restaurants
14. One of the advantages of a Chain Restaurant is
- A. Brand recognition.
 - B. High investment.
 - C. The restaurant design is like a chain.
 - D. It is popular amongst senior citizens.

15. What type of F&B operation is the most formal?
- A. Cafeteria
 - B. Coffee shop
 - C. Gastrodome
 - D. Licensed bars
16. What type of service is the most elegant service in a hotel?
- A. English Service
 - B. American Service
 - C. French Service
 - D. Room Service
17. When opening a new restaurant what are the factors that we need to look into?
- A. Space
 - B. Equipment
 - C. Ventilation
 - D. All the above
18. A POS terminal stands for:
- A. Positive Open sales terminal
 - B. Point of sale terminal
 - C. Personal outlet sales terminal
 - D. All the above
19. The following establishments enjoy the most of economy of scale, concerted marketing, and efficient use of computer reservation systems, EXCEPT?
- A. Hilton
 - B. Club Med
 - C. Shangri-La
 - D. M Boutique Hotel

20. The following are services provided by Franchisor to Franchisee in a F&B business, **EXCEPT:**
- A. Setting Up procedures.
 - B. Overall concept/design planning
 - C. Start-up capital
 - D. Site selection and planning
21. Generally, a hotel guest will first complain to the:
- A. Housekeeping
 - B. Reception
 - C. Security
 - D. Concierge
22. How many rooms does a housekeeper generally clean on average each day?
- A. 14-16
 - B. 16-18
 - C. 18-20
 - D. 12-14
23. Hotels can be classified according to:
- A. Target Market
 - B. Price
 - C. Level of Service
 - D. All the above
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 being used

25. What is a Connecting Room?
- A. Rooms close to each other
 - B. Rooms with common wall but no connecting door
 - C. Rooms with individual entrance doors from outside and a door in between
 - D. A parlor room connected to more rooms
26. Below are the motivating factors of sex tourism, **EXCEPT?**
- A. Anonymity
 - B. Wish to try something new with a different race
 - C. Expensive
 - D. Fleeing from unhappy relationships at home
27. What was the 1st American luxury hotel called?
- A. The City Hotel
 - B. The Hilton International Hotel
 - C. Tremont Hotel
 - D. The Starwood Hotels
28. For developing countries to develop tourism, they must have?
- A. world class infrastructure
 - B. superstructure such as airports to accommodate
 - C. investors who are able to abide local regulations
 - D. All of the above
29. Globalisation has allowed the following, **EXCEPT?**
- A. Affordable air travel
 - B. Increase in disposable incomes and vacation
 - C. Decrease in speed of Information communication
 - D. Increased familiarity of people with their own country

30. The following are the negative impacts of Globalisation, **EXCEPT?**
- A. Commodification
 - B. Diversification
 - C. Americanisation
 - D. Homogenisation

Section B: Short answer question (70 marks)

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

Question 1

‘Front of the House’ and ‘Back of the House’ restaurant systems play an important role in ensuring the efficient and smooth operations in any restaurant. Based on your understanding,

- (a) Explain **THREE (3)** systems used for ‘Front of the House’. (6 marks)
- (b) Explain **THREE (2)** systems used for ‘Back of the House’. (4 marks)

Question 2

Restaurants in a hotel are always viewed with high expectations from guests. From the management point of view, answer the following questions.

- (a) Briefly explain **FOUR (4)** desired outcomes in the kitchen. (4 marks)
- (b) Briefly explain **SIX (6)** challenges faced in a hotel restaurant. (6 marks)

Question 3

On-Site food service has a long history where it was originally known as “institutional” food service. It is however starting to shift from being ‘non-commercial’ to more commercial these days. Explain **FIVE (5)** food service issues when it comes to the operations of an on-site food service company.

(10 marks)

Question 4

List down the departments in the Rooms Division and its sub divisions in a hotel establishment.
(10 marks)

Question 5

A travel agent plays a prominent part in the Travel and Tourism industry. Provide

- (a) **FIVE (5)** inbound travel services provided by a travel agent. (5 marks)
- (b) **FIVE (5)** outbound travel services provided by a travel agent. (5 marks)

Question 6

Travel and tourism has become a beneficial global leisure activity. Based on what you've learned, answer the following questions.

- (a) Explain **THREE (3)** economic benefits of the Travel and Tourism industry. (6 marks)
- (b) Explain **TWO (2)** social benefits of the Travel and Tourism industry. (4 marks)

Question 7

Globalisation is a phenomenon that has impacted all types of industries regardless of background. Based on what you've learned, discuss **FIVE (5)** positive impacts of globalisation on the Hospitality industry. (10 marks)

-THE END-

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