



FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : March 16, 2015 (Monday)

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. (70 marks). 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 Noor Azimin Zainol

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN HOTEL MANAGEMENT (DHMN)

DIPLOMA IN CULINARY ARTS (DCA)

DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY

FINAL EXAMINATION: JANUARY 2015 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 hospitality industry comprise of :
 - A. hotel, food and beverage, tourism and recreation industry
 - B. banking and travel industry
 - C. manufacturing industry
 - D. oil and gas industry
 - E. All the above

2. Genting World Resorts is an example of :
 - A. Full service hotel chain
 - B. Theme park hotel chain
 - C. Half service hotel chain
 - D. Limited service hotel chain
 - E. All of the above

3. Bubba Gump Shrimp shop is categorized as a:
 - A. Self Service restaurant
 - B. Table service restaurant
 - C. Family service restaurant
 - D. Casual & Theme service restaurant
 - E. None of the above

4. Which of the following is **NOT** the benefit of tourism industry?
- A. Generate country's domestic income
 - B. Contribute to the rise of the economy
 - C. Provide work opportunities to the people
 - D. The expansion of pilgrims and unauthorized immigrants to the country
 - E. None of the above
5. Which country in the world depends solely on tourism industry to support its economy?
- A. United Kingdom
 - B. Malaysia
 - C. China
 - D. Italy
 - E. None of the above
6. Which below is considered a local fine dining restaurant?
- A. Oldtown White Coffee Kopitiam
 - B. Burgerbyte Restaurant
 - C. Marini's 57
 - D. Delicious
 - E. Plan B
7. What are the factors to consider when opening a new restaurant?
- A. Space
 - B. Lighting
 - C. Equipment
 - D. Ventilation
 - E. All the above
8. Franchising is commonly used in the hospitality industry to :
- A. Expand the business faster by granting permission to other owner to open a branch
 - B. Give permission to other people to imitate our business concept
 - C. Take other people's money and use it for own benefit
 - D. Invest the money to open new business
 - E. None of the above

9. Traders Hotel Kuala Lumpur is considered as a :
- A. City hotel
 - B. Casino hotel
 - C. Resorts hotel
 - D. Bed and Breakfast
 - E. All the above
10. The General 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
 - E. All of the above
11. Define the term *Occupancy*.
- A. The percentage of rooms for the day
 - B. How many guests are staying in the hotel
 - C. Number of rooms which must be sold today
 - D. The number of rooms which are out of service
 - E. The maximum number of guests in the house
12. Average check is a term used in the :
- A. Hotel industry
 - B. Tourism Industry
 - C. Ticketing industry
 - D. Food and beverage industry
 - E. None of the above
13. "Maitre d'hotel" is a position of a :
- A. Hotel manager
 - B. Executive chef
 - C. Operation Manager
 - D. Restaurant Manager
 - E. None of the above

14. Steward in the Food and Beverage department refers to a person performing:
- A. Dish washing.
 - B. Room Service
 - C. Serving food and beverage
 - D. Clearing used plate and cutleries
 - E. All the above
15. The difference between cocktail and mocktail is :
- A. Cocktail is alcoholic and mocktail is non-alcoholic drink
 - B. Cocktail can be coffee based, mocktail is tea based beverage
 - C. Cocktail is done by bartender, mocktail is prepared by server
 - D. Cocktail is a single beverage and mocktail is a mixed beverage
 - E. None of the above
16. Vending machine is included in which sector?
- A. Fast food service
 - B. Fine dining service
 - C. On site food service
 - D. All the above
 - E. None of the above
17. The room division consist of two departments and they are
- A. Concierge and Front Office
 - B. Front Office and Housekeeping
 - C. Front Office and Food and Beverage
 - D. Food and beverage and Room Service
 - E. None of the above
18. Which below is **NOT** the reason why people travel?
- A. Lost
 - B. Health
 - C. Leisure
 - D. Education
 - E. Recreation

19. Kuala Lumpur Convention Centre is considered as a :
- A. Hall and theatre
 - B. Arts and emporium
 - C. Meeting, Incentives, Convention and Exhibition establishment
 - D. All the above
 - E. None of the above
20. Malaysian Ministry of Tourism is responsible for :
- A. Ensuring food and beverage industry have customers at all times
 - B. Promoting Malaysian destination for foster tourism growth
 - C. Bringing in immigrants to the country
 - D. Ensuring the hotel is occupied
 - E. All of the above
21. The guest needs for lodging is to :
- A. To store their belongings
 - B. Stay during away from home
 - C. Job opportunities to the local
 - D. To hang out with friends and family
 - E. All of the above
22. Competition in the hospitality industry is caused by :
- A. Globalization
 - B. Different service level
 - C. Market need and opportunities
 - D. Diversity of business opportunities
 - E. All of the above
23. Transportation used for travelling includes :
- A. Automobiles
 - B. Airlines
 - C. Trains
 - D. Buses
 - E. All of the above

24. Which below is **NOT** considered a travelling trend in the hospitality industry?
- A. People travel to attend concerts and events
 - B. To experience and learn something new
 - C. People travel for health purposes
 - D. For illegal trading
 - E. Use of technology
25. _____ is going to open Fox International studio in 2018 as result of the success of Universal Studio in Singapore.
- A. Genting World Resorts and Hotels
 - B. Hilton Hotels and Resorts
 - C. Berjaya Times Square
 - D. Westin Hotels
 - E. Ritz Carlton
26. Hard Rock hotel is an example of a _____ hotel.
- A. gaming
 - B. business
 - C. concept
 - D. theme
 - E. city
27. As a customer in a restaurant, what will you look for in the establishment?
- A. Warm and courteous personnel
 - B. Variety of food and beverages
 - C. Speed of service
 - D. Reasonable price
 - E. All the above
28. Which below is **NOT** the characteristic of Service?
- A. Intangible
 - B. Perishable
 - C. Variability
 - D. Originality
 - E. Inseparability

29. PMS used in the hotel operations stands for :
- A. Please Make Suggestions
 - B. People of Malaysian Society
 - C. Property Management System
 - D. None of the above
30. Franchising in hospitality industry is important to :
- A. Save cost on opening more business
 - B. Expand the business opportunity
 - C. Extend the brand awareness
 - D. To earn royalty income
 - E. All of the above

Section B : Answer ALL questions below. (70 marks)

Question 1

Define the terms below:

- (a) SOP
- (b) POS
- (c) Occupied
- (d) Intangible
- (e) Do Not Disturb

(10 marks)

Question 2

List down **FIVE (5)** reasons why people travel.

(10 marks)

Question 3

What are the **FIVE (5)** elements that must be taken into an account when designing the Food and Beverage layout?

(10 marks)

Question 4

List down **FIVE (5)** operational departments in a hotel.

(10 marks)

Question 5

Describe at least the **FIVE (5)** types of hotels found in the hospitality industry.

(10 marks)

Question 6

Name **TEN (10)** recreational parks that you know at local or international locations.

(10 marks)

Question 7

Explain **FIVE (5)** growing trends in hospitality industry.

(10 marks)

-THE END-

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