



FINAL
Examination Paper
(COVER PAGE)

Session : January 2014

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

Course : DHM1101 : Introduction to Hospitality Industry

Date of Examination : March 12, 2014 (Wednesday)

Time : 8:00 am – 10:00 am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

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

Section B : Short answer questions. Answer ALL questions.

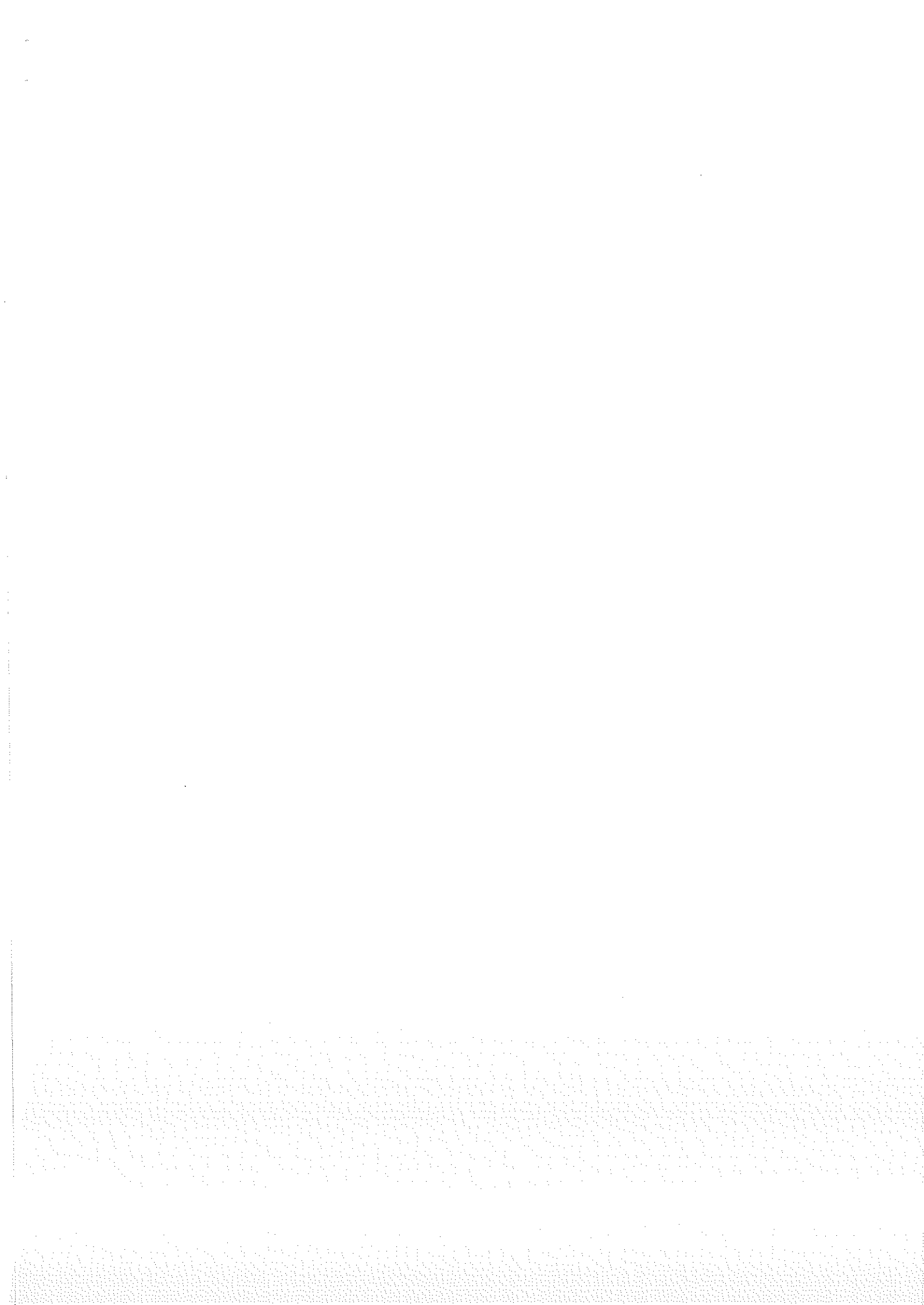
IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted :
Nil

Materials provided :
OMR Sheets

Examiner (s) : Ms Christine Khoo, Ms Siti Fariza Muhamad Amin

Moderator : Dr Noor Azimin Zainol



INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN HOTEL MANAGEMENT (DHM)
DIPLOMA IN CULINARY ARTS (DCA)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION: JANUARY 2014 SESSION

Section A

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

1. Hospitality industry consists of the elements below except
 - A. lodging
 - B. car rental
 - C. travel agency
 - D. motel
 - E. banking

2. Fine dining operations generally require the right combination of three elements and these elements are
 - A. large market; skilled workers and stringent management
 - B. small market; multitask workers and stringent management
 - C. small market; skilled workers and devoted management
 - D. small market; multitask workers and devoted management
 - E. large market; skilled workers and devoted management

3. Restaurants which serve predominantly our social needs is known as the
 - A. eating market
 - B. f&b market
 - C. dining market
 - D. food lover market
 - E. All of the above

4. _____ is a facility designed especially for meetings and for conferences.
 - A. Conference center
 - B. Motel
 - C. Resort Hotel
 - D. Inn
 - E. All the above

5. _____ are known as restaurants in which the diners' experience are centered on the entertainment provided.
- A. Eatertainment
 - B. Entertainrant
 - C. Entertainment
 - D. Eating-entertainment
 - E. All the above
6. A limited service hotel
- A. typically offers guest rooms only.
 - B. offers a wide range of facilities and amenities.
 - C. features unique décor and furnishings.
 - D. usually provides concierge service.
 - E. features QSR menus.
7. A large hotel with 500 / more guest rooms, extensive meeting & function space, and large ballrooms is
- A. a commercial hotel.
 - B. a convention hotel.
 - C. a motel.
 - D. an executive conference center.
 - E. a budget hotel.
8. Which of the following type of hotels offer important "extra" service-transportation to and from the airport?
- A. Luxury hotels
 - B. Downtown hotels
 - C. Highway hotels
 - D. Airport hotels
 - E. Bed and breakfast
9. Generally speaking, which type of property has the highest rate?
- A. Full-service hotels.
 - B. All-suite hotels.
 - C. Resorts.
 - D. Convention hotels.
 - E. Budget hotels.

10. A property offering well-designed learning environments, a variety of small meeting rooms with full audiovisual and technological support is
- A. an executive conference center.
 - B. a resort.
 - C. a health spa.
 - D. an extended-stay hotel.
 - E. a budget.
11. The effects of September 11th and other recent events have resulted in:
- A. Travel restrictions
 - B. Stricter safety and security issues
 - C. Higher cost of operations
 - D. Stringent government regulations
 - E. All of the above
12. The most common characteristics of a franchise agreement include
- A. use of trademarks
 - B. location of the franchise
 - C. franchisee's fees and other payments
 - D. restrictions on goods and services offered
 - E. All of the above
13. The major difference between "all-suite" rooms and traditional hotel rooms is
- A. room size
 - B. room rate
 - C. services
 - D. facilities
 - E. toilet
14. Who heads the management team of the major functional areas in a hotel?
- A. General Executive
 - B. General Supervisor
 - C. General Manager
 - D. General Director
 - E. All of the above
15. Which of the following is/ are false?
- A. The night auditor is a desk clerk with special accounting responsibilities
 - B. The night auditor post charges not posted by earlier shift staff
 - C. The night auditor audit's guest transactions
 - D. The night auditor works from 7am – 3pm
 - E. All of the above

16. The housekeeping department is usually headed by a/ an
- A. Director
 - B. Manager
 - C. Housekeeper
 - D. Floor Supervisor
 - E. Executive Housekeeper
17. Uniformed staff members are people who perform personal services for the guests and these include the
- A. bell staff
 - B. concierge
 - C. valet
 - D. security
 - E. All of the above
18. Total food service sales (in dollars) are highest in the following segment/s:
- A. the restaurant, cafeteria, & fast food areas.
 - B. bars & taverns.
 - C. contractors & caterers operations.
 - D. on-site food service.
 - E. school canteens.
19. The front office of a hotel generally performs the following basic activities;
- A. Processing advance reservations
 - B. Registering guests
 - C. Issuing room keys
 - D. Handles guest complaints
 - E. All of the above
20. The objective of the _____ department is to protect the properties of the hotel, its guests and employees.
- A. room inspection
 - B. housekeeping
 - C. security
 - D. engineering
 - E. All the above

21. A _____ is the authorization given by a company to another company or a person to sell that company's unique products and services.
- A. franchise
 - B. management contract
 - C. chain
 - D. franchisor
 - E. franchisee
22. A person who visits a destination for less than 24 hours is called a/ an _____.
- A. tourism
 - B. tourist
 - C. excursionist
 - D. tour group
 - E. All the above
23. The term motor lodge or motel can be defined as _____.
- A. lodging facilities that provide overnight accommodation to the traveling public
 - B. providing lodging facilities for the general public
 - C. a lodging facility that caters primarily to families
 - D. a central gathering place for the entire community
 - E. All the above
24. The _____ consists of people traveling for recreation, sport, or personal enlightenment, such as vacationers, sightseers and adventurers.
- A. commercial market
 - B. shoulder period
 - C. high season
 - D. leisure market
 - E. All the above
25. Which of the following is not the reason to why students study hospitality management?
- A. Personal work experience
 - B. Family background
 - C. Enjoy people, food and travel
 - D. In favour of the salary paid
 - E. All the above

26. Which of the following hotels major revenue center is derived from gaming operations?
- A. Suburban
 - B. Downtown
 - C. Commercial
 - D. Airport
 - E. Casino
27. The following hotel areas generate hotel revenue **EXCEPT**
- A. rooms.
 - B. food and beverages.
 - C. banquets.
 - D. accounts.
 - E. All the above
28. The most frequent reason for domestic travel is to
- A. shop
 - B. conduct business
 - C. visit family and friends
 - D. attend conferences
 - E. None of the above
29. Generally hotel guest's rooms will be cleaned by
- A. chef
 - B. engineering
 - C. chambermaids
 - D. front Office
 - E. All the above
30. The size and type of hotel determines, to a great extent, its organization. Which of the following is true?
- A. All hotels have a food and beverage department.
 - B. Smaller properties have functional areas but often do not have departmental heads for each function.
 - C. Large properties, over 1000 rooms, require more than one general manager.
 - D. The resident manager in most properties is in charge of the food and beverage department.
 - E. All hotels have laundry department.

Section B

Instructions: Short answer questions. Answer **ALL** the questions. (70 marks)

1. List ten (10) primary sectors within the hospitality industry.
(10 Marks)
2. List and briefly explain the primary areas of the eating market.
(10 Marks)
3. What are the three (3) types of service transactions practiced by hotels? Explain briefly and provide an example to each service transaction listed.
(10 marks)
4. Briefly explain on the term “economic multiplier effect”.
(10 marks)
5. Identify the five (5) hotel classifications and provide a hotel/ resort which best represents each classifications.
(10 marks)
6. What are the three (3) seasons the resorts experienced? Briefly explain.
(10 marks)
7. There are sub departments that falls under the rooms division. Briefly describe each of the following departments: **(10 marks)**
 - Front Office
 - Housekeeping
 - Security
 - Night Auditor
 - Concierge