

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : 8th December 2015 (Tuesday)

Time : 8:00am – 10:00am 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) : Mr Shazeel Ali bin Sardar Ali, Prof. Zafrul bin Isa

Moderator : Dr Noor Azimin Zainol

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION: AUGUST 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. What are the characteristics of the Hospitality Industry?
 - A. Largest and fastest growing industry
 - B. Emphasis on service, and guest satisfaction
 - C. Product is intangible and perishable
 - D. No such thing as business hours
 - E. All the above

2. What is the main objective of a Hospitality Manager?
 - A. Make the guest feel welcomed
 - B. Make sure things (products & services) work for the guest
 - C. Make sure the operation continues to provide service and make a profit
 - D. All the above
 - E. None of the above

3. What is the facet of hospitality?
 - A. Travel Agent
 - B. Recreation
 - C. Food Service
 - D. Lodging
 - E. All of the above

4. Who are the founder of Mc Donald's?
 - A. Allan and Wade Mc Donald
 - B. Richard and Maurice Mc Donald
 - C. Paul and Mc Cartney Mc Donald
 - D. Rice Miller and Colonel Sanders
 - E. None of the above

5. Name the 1st American Hotel which was build in 1794?
 - A. Hilton
 - B. J.W.Marriott
 - C. The City Hotel
 - D. The Astor House
 - E. Starwood Hotels

6. Which company operates the Mc Donalds in Malaysia?
 - A. Marble Arches Restaurant Sdn Bhd
 - B. Golden Arches Restaurant Sdn Bhd
 - C. Silver Arches Restaurant Sdn Bhd
 - D. Mc Donald Malaysia Restaurants Sdn Bhd
 - E. None of the above

7. When opening a new restaurant what are the factors that we need to look into?
 - A. Space
 - B. Equipment
 - C. Lighting
 - D. Ventilation
 - E. All the above

8. What is the role of a Chef?
 - A. Teach and inspire others in the kitchen
 - B. Maintain harmony in the kitchen
 - C. Make nutritious appetizing
 - D. Maintain safe and sanitary conditions
 - E. All the above

9. Hotels can be classified according to :

- A. Location
- B. Target Market
- C. Price
- D. Level of Service
- E. All the above

10. Define the term "Resort"

- A. Commonly describe lodging establishment that features enjoyable or beneficial often recreational activities for guests.
- B. A lodging which providing housekeeping facilities, assistance of carrying luggage, serving food and beverage, telephone services and other services
- C. An accommodation with a full breakfast is include in the rate.
- D. Describe an accommodation consisting of a living room, sometimes called a parlor plus a minimum of one bedroom and bathroom. Many have kitchen facility.
- E. All the above

11. What is a Table Service?

- A. A table service establishment is one where customers are seated and serve at tables. Individuals may be escorted to their tables by an employee known hostess.
- B. A establishments are those which serve foods for which there is little or no waiting
- C. A category are those which emphasizes high quality with expertly prepared and professionally served.
- D. Characterized by the main entrée being placed in front of the host, who carves and plates it for each guests.
- E. None of the above

12. Which of the following belongs to Food and Beverage Division?

- A. Catering
- B. Banquet
- C. Room Service
- D. All on the above
- E. None of the above

13. What are the departments involved in Room Division?
- A. Engineering
 - B. Purchasing
 - C. Kitchen
 - D. Sales and Marketing
 - E. None of the above
14. How many percent (%) of food cost applied in a hotel?
- A. 20%
 - B. 30%
 - C. 25%
 - D. 40%
 - E. None of the above
15. Generally, a hotel guest will first complaint to the :
- A. Housekeeping
 - B. Reception
 - C. Security
 - D. Concierge
 - E. None of the above
16. A POS terminal stands for :
- A. Positive Open sales terminal
 - B. Point of sale terminal
 - C. Personal outlet sales terminal
 - D. All the above
 - E. None of the above
17. How many rooms does a housekeeper generally clean on average each day?
- A. 14-16
 - B. 16-18
 - C. 18-20
 - D. 12-14
 - E. 20-22

18. Which of this sequence applied in hotel when it is pertaining to beverage cycle?
- A. Ordering, Receiving, Storing, Issuing, Bar Stocking
 - B. Serving, guest billing, bar stocking, issuing, receiving
 - C. Receiving, storing, issuing, ordering, serving
 - D. Storing, ordering, issuing, serving, bar stocking
 - E. Issuing, Bar Stocking, Ordering, receiving, guest billing
19. Bars are run 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. Scheduling
 - E. All the above
20. What are the job responsibilities of a Chief Steward in a Hotel?
- A. Cleanliness of back of house
 - B. Cleanliness of glassware, china and cutlery
 - C. Maintenance of dishwashing machines
 - D. Pest control
 - E. All the above
21. The four P's of the marketing mix include :
- A. Product
 - B. Promotion
 - C. Price
 - D. Place
 - E. All the above
22. What are the primary sources of revenue for MICE?
- A. Attendee registration fees
 - B. Exhibit space rentals
 - C. Sponsorship fees
 - D. Conference program advertising fees
 - E. All the above

23. Which of the following below is a Theme Park available in Malaysia :
- A. Sunway Lagoon
 - B. Legoland
 - C. A Famosa Resort
 - D. Bukit Gambang Resort
 - E. All the above
24. People travel for many reasons; which of the following is **NOT** a reason?
- A. Experience scenic beauty
 - B. Health interest
 - C. To attend sporting events
 - D. All the above are reasons
 - E. None of the above
25. What are the Trends and Issues Shaping Tourism and Hospitality Development?
- A. Lifestyles
 - B. Branding
 - C. Technology
 - D. All the above
 - E. None of the above
26. Outbound travel agent handle services such as :
- A. Local Tour Packages
 - B. Hotel Reservations
 - C. Car Rental
 - D. Airport Transfer
 - E. Ground Arrangement
27. Hotel and Motel properties are managed and operated under :
- A. Company –Owned and Operated System
 - B. Franchise System
 - C. Management Contract
 - D. None of the above
 - E. All the above

28. Which of the following below is the importance of Tourism?
- A. Income Trends
 - B. Demographics
 - C. Mode of Travel
 - D. The Economics
 - E. All the above
29. Who is responsible for Front Office Department, Security Department, Engineering Department and Housekeeping Department to ensure smooth operation at all times?
- A. The General Manager
 - B. The Resident Manager
 - C. The Operation Manager
 - D. Rooms Division Manager
 - E. Executive Assistant Manager
30. Hotels have begun to add Guest Services to attend to specific guests in certain areas. This is known as _____.
- A. Club Floor
 - B. Business Centre
 - C. Room Service
 - D. Concierge
 - E. Fitness Centre

PART B : Answer all questions below. (70 marks)

Question 1

Define the types of services below:

- (a) American Service
- (b) Russian Service
- (c) French Service
- (d) English Service
- (e) Room Service

(10 marks)

Question 2

List **FIVE (5)** roles of a Chef in a Hotel.

(10 marks)

Question 3

Explain **FIVE (5)** hotel classifications in Malaysia.

(10 marks)

Question 4

Define the term Hospitality Industry and give examples on advantages, and disadvantages in the hospitality industry.

(10 marks)

Question 5

List **FIVE (5)** activities associated with Front Office Department in a Hotel.

(10 marks)

Question 6

List **TEN (10)** Food and Beverage Divisions.

(10 marks)

Question 7

List **FIVE (5)** services offered by Inbound and Outbound Travel Agent in Malaysia.

(10 marks)

-THE END-
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