

**FINAL**  
Alternative Assessment

(COVER PAGE)

Session : April 2020

Programme : Diploma in Culinary Arts (DCAN)  
Diploma in Hotel Management (DHM/DHMN)

Course : **DHM1101: Introduction to Hospitality Industry**

Date of Examination : 8 August 2020 (Saturday)

Time : 12:00pm – 4:00pm Reading Time : Nil

Duration : 4 hours

Special Instructions :

Answer ALL questions.

Materials permitted :

Nil

Materials provided :

Nil

Examiner (s) : **Mr. Jeff Lim Chang Wei, Ms. Virgillia Lee Freddy**

Chief Moderator : Ms. Haslina Hussein

*This paper consists of 4 printed pages, including the cover page.*

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM/DHMN)  
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)  
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION

**Instruction:**

1. Please read these rules and confirm by email that you have read and understood them.
2. You have **exactly 4 hours** to solve the exam. The exam starts now- at **12 pm and ends at 4 pm. Write your answer in a word file. Upload the answers into SafeAssign by 4 pm.**
3. **The handwritten answer is NOT acceptable.**
4. Remember, you are only allowed **1 attempt** for SafeAssign submission.
5. Absolutely no extensions. Late submission will be severely penalized.
6. The exam must be taken completely alone. Showing or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in current or previous years. It is also forbidden to use any solutions to similar problems for previous years as reference materials.
7. Read the marking rubric before answer all questions.
8. Answer **ALL** questions.

**Question 1:****Fast Food Industry Analysis 2020 - Cost & Trends**

Globally, fast food generates revenue of over \$570 billion - that is bigger than the economic value of most countries. In the United States, revenue was a whopping \$200 billion in 2015 - quite a lot of growth since the 1970 revenue of \$6 billion. The industry is expected to have an annual growth of 2.5% for the next several years - below the long term average but coming back from a several-year slump.

There are over 200,000 fast-food restaurants in the United States and it is estimated that 50 million Americans eat at one of them every single day. The industry employs over 4 million people and counting - restaurant franchises added over 200,000 jobs in 2015.

Consumers of fast food focus on taste, price and quality - in that order. While the food is often highly processed and prepared in an assembly line, these restaurants focus on consistency of experience, affordability, and you guessed it - speed.

Excerpt from: Fast Food Industry Analysis 2020 - Cost & Trends, <https://www.franchisehelp.com/>

- a) In your opinion, discuss the potential of quick-service restaurants in the Malaysian market. Write in a minimum of 200 words. **(15 marks)**
- b) What are the challenges that quick-service restaurants face in recent years? Provide examples to support your views. Write in a minimum of 200 words. **(15 marks)**
- c) Refer to your answer in question 1 (b), suggest how would the industry respond to these challenges? Write in a minimum of 200 words. **(15 marks)**
- d) “*The key to the success of quick service, nevertheless, is its simplicity.*” Discuss the statement and provide appropriate examples. **(15 marks)**

**Question 2**

Your company is large enough that employees have been asking for an in-house food service (cafeteria) to supply lunches so employees don't have to go out during lunch. Compare the advantages and disadvantages between hiring a managed food service company and self-operated facilities to operate the in-house cafeteria. Write a minimum of 200 words.

**(20 marks)**

**Question 3**

Foodservice on college and university campuses is necessary even if the campus is non-residential. What are the advantages of managing a college dining hall versus a commercial restaurant? Write a minimum of 200 words.

**(20 marks)**

**-THE END-**

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