

**FINAL**

**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2020

Programme : Diploma In Hotel Management (DHM/DHMN)

Course : DHM1101 : Introduction To The Hospitality Industry

Date of Examination : December 12, 2020 (Saturday)

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

Duration : 4 Hours

**Special Instructions** :

This paper consists of **FOUR (4)** questions. Answer **ALL** the questions. **Write ALL your answers** in the word file.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : Virgillia Lee Freddy and Jeff Lim Chang Wei

Chief Moderator : Ms Haslina Hussein

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

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DBM/DHMN)  
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)  
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 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 **12pm and ends 4pm**. **Write your answer in a word file. Upload the answers into SafeAssign by 4pm.**
3. **Any 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

Food and Beverage outlets, be it restaurants, food trucks and many more foodservice businesses were some of the first economic activities severely impacted by the COVID-19 pandemic. Management involvement in the restaurant operations plays an important role more than ever to ensure the sustainability of the business. Discuss **FIVE (5)** duties a Restaurant Manager should focus on following the reopening of their foodservice businesses. Provide examples to support your discussion. Write in a minimum of 300 words.

(25 marks)

### Question 2

Franchising with a well-established foodservice brand will garner a lot of advantages to potential business owners. Having said that, discuss **FOUR (4)** areas for a **franchise fast-food restaurant** to consistently focus on in order to be successful. Provide examples to support your discussion. Write in a minimum of 300 words.

(25 marks)

### Question 3

To practice sustainability in a restaurant is not just a philosophy about food, it's about people, attitudes, communities, and lifestyles. Everywhere we go, we tend to hear the same message: small changes and efforts can make a big difference. Discuss the following;

- (i) How can Front of the House in a restaurant inculcate sustainable practices in day to day operations? Provide **TWO (2)** ways with examples on how they will affect the restaurant business. Write a minimum of 150 words.
- (ii) How can Back of the House in a restaurant inculcate sustainable practices in day to day operations? Provide **TWO (2)** ways with examples on how they will affect the restaurant business. Write a minimum of 150 words.

(25 marks)

**Question 4**

There is an old saying that there are no secrets in any business. To find out how succeed in the hotel and restaurant business, discover what successful operators do, and learn what causes other operators to fail. Comparing their activities can help unlock the “secrets” of hotel and restaurant business success. Discuss **FIVE (5)** necessary elements for a successful food and beverage operation? Discuss. Write in a minimum of 300 words.

(25 marks)

**~THE END~**

*DHM1101 (F)/ August 2020 Session/ formatted*