

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : January 2022

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

Course : **DHM1101 : Introduction To The Hospitality Industry**

Date of Examination : March 10, 2022 (Thursday)

Time : 8.00am – 11.00am Reading Time : Nil

Duration : 3 Hours

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** the questions.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : **Virgillia Lee Freddy** and Shazeel Ali

Chief Moderator : Ms Haslina Hussein

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

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DHM1101: INTRODUCTION TO THE HOSPITALITY INDUSTRY
FINAL ALTERNATIVE ASSESSMENT JANUARY 2022 SESSION

Instruction:

1. Please read these rules and confirm by email that you have read and understood them.
2. You have **exactly 3 hours** to solve the exam. The exam starts now- at **08.00am and ends 11.00am. Write your answer in a word file. Upload the answers into SafeAssign by 11.00am.**
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. Answer **ALL** questions.

Question 1

As you learned in class, hotels can be classified in various ways. Location such as city center, airport or highway may decide the way the hotel will be operated. Even the price may dictate whether the hotel will be a luxury, midscale, economy or budget hotel. Furthermore, to ensure hotels perform well in their respective classification, various hotel rating systems have been implemented globally.

- (a) Discuss **FIVE (5)** reasons why you think the hotel rating system is necessary and important in the hotel industry.

(15 Marks)

- (b) Explain any **TWO (2)** types of hotel rating system complete with examples.

(10 marks)

(Total: 25 marks)

Question 2

Restaurants offer the possibility of excellent food and social interaction. In general, restaurants strive to surpass an operating philosophy that includes quality food, good value, and gracious service. To succeed, a restaurant needs the right location, food, atmosphere, and service to attract a substantial market. The concept of a restaurant has to fit the market it is trying to attract.

- (a) Discuss **FIVE (5)** trends in the Restaurant Business that restaurants adopt more these days in their attempt to gain more market share of customers.

(25 marks)

Question 3

The rooms division handles not only the core product of the hotel which is the fundamental need of lodging, but also the supplementary services. With that being said, hotels are putting more emphasis on the operations and innovation of rooms division.

Critically discuss **FIVE (5)** trends in the rooms division operation that you feel will have the biggest impact on the future of the global hotel industry.

(25 marks)

Question 4

On-Site food service is defined as *“operations where food is served outside of the home but where food is not the primary business.”* This can include locations where people are at work, play, recreation, school, etc.

Discuss **FIVE (5)** factors that distinguish managed services operations from commercial ones with examples.

(25 marks)

~The End~

DHM1101 January 2022 (F) formatted