

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : January 2021

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

Course : DHM1101 : Introduction To The Hospitality Industry

Date of Examination : March 9, 2021 (Tuesday)

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 foolscap papers.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : Virgillia Lee Freddy and Kerley Bong

Chief Moderator : Ms Haslina Hussein

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN/DHM)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DHM1101: INTRODUCTION TO THE HOSPITALITY INDUSTRY
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2021 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 **12noon and ends at 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

#SHOWBIZ: GORDON RAMSAY TO OPEN RESTAURANT IN MALAYSIA IN JUNE

KUALA LUMPUR: British celebrity chef Gordon Ramsay will be opening his first restaurant in Malaysia come June. The popular restaurateur and TV personality's new outlet, Gordon Ramsay Bar & Grill, will be located at the lobby level of Sunway Resort in Petaling Jaya. A statement on the resort's website read: "For the first time outside of the original Mayfair outlet, Gordon Ramsay Bar & Grill will open with a varied all-day menu offering everything from snacks and light bites, to Gordon Ramsay's signature dishes such as Beef Wellington and Sticky Toffee Pudding."

It also revealed that the 54-year-old multi-Michelin starred chef's upcoming all-day dining restaurant would feature iconic contemporary interiors, floor-to-ceiling windows frame views of the lagoon and private dining rooms for intimate events.

The statement added that the new outlet was currently accepting bookings. Ramsay, who owns over 30 successful restaurants worldwide, is known for his strict and blunt demeanour, as well as his fiery temper. The celebrated chef became a household name internationally after presenting a slew of popular TV shows on competitive cookery and food that include Kitchen Nightmares, Hell's Kitchen, Hotel Hell and MasterChef.

Article from: New Straits Times - #Showbiz: Gordon Ramsay to Open Restaurant in Malaysia in June,
<https://www.nst.com.my>

Explain the phenomena of celebrity-themed restaurants.

- (a) Discuss **THREE (3)** reasons on why some of these restaurants succeed. Write in a minimum of 150 words.
- (b) Discuss **THREE (3)** reasons on why some of these restaurants end up failing. Write in a minimum of 150 words.

(25 marks)

Question 2

McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, French fries, breakfast items, soft drinks, milkshakes, and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies, fruit, and seasoned fries.

- (a) Illustrate a diagram of the **Food Cost Control Process** and explain by using McDonald's restaurant as your guideline of restaurant operations. Write in a minimum of 250 words.
(20 marks)
- (b) Define the term of purchasing, subsequently discuss **TWO (2)** benefits of practicing the proper procedures of the purchase cycle.
(5 marks)

Question 3

Kenny Rogers Roasters is a chain of chicken-based restaurants founded in 1991 by country musician Kenny Rogers and former KFC CEO John Y. Brown Jr., who is a former governor of the U.S. state of Kentucky. During his successful music career, Rogers had appeared in a number of commercials for the Dole Food Company before founding this restaurant chain. After closing all of its U.S. operations and a series of ownership changes, Kenny Rogers Roasters operates principally in Asia as part of Malaysian conglomerate Berjaya Corporation Berhad. The Kenny Rogers Roasters brand is owned by Kenny Rogers Roasters International Corporation, a subsidiary of Roasters Asia Pacific (Cayman) Limited which itself is owned by Berjaya Corporation Berhad.

It is operated by a franchisee, an affiliate, or the corporation itself. As a brand, Kenny Rogers Roasters advocates healthy eating as reflected in its brand tag line “less fat...less salt...less calories”. The menu of Kenny Rogers Roasters originally featured wood-fired rotisserie chicken.

Kenny Rogers Roasters restaurants offer a casual dining environment with rotisserie roasted chicken as the main core item, while complemented by a variety of hot and cold side dishes. These dishes include muffins, jacket potatoes, vegetable salads, pastas, soups, desserts and beverages. Fresh chickens are marinated with citrus, herbs and spices. They are then rotated in a wood-fired rotisserie, allowing fat to escape, while sealing in the roasted flavor.

Article from: Wikipedia - #Kenny Rogers Roasters in June,
https://en.wikipedia.org/wiki/Kenny_Rogers_Roasters

A restaurant chain is a set of related restaurants in many different locations that are either under shared corporate ownership. Discuss **FIVE (5)** benefits of chain restaurant which relates to the whole operation of food and beverage where including the set-up procedures and operation procedures. Write in a minimum of 300 words.

(25 marks)

Question 4

College and university managed services operations include residence halls, cafeterias, convenience stores and catering. There are however recent trends where fast-food chains are becoming more apparent on campus.

- (a) Discuss **THREE (3)** pros concerning fast-food chains on campus. Write in a minimum of 150 words.
- (b) Discuss **THREE (3)** cons concerning fast-food chains on campus. Write in a minimum of 150 words.

(25 marks)

~THE END~