



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2014

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : July 23, 2014 (Wednesday)

Time : 2:00 pm – 4:00 pm 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 Sean Kok Weng

Moderator : Dr Noor Azimin Zainol

*This paper consists of 9 printed pages, including the cover page.*

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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
DIPLOMA IN CULINARY ARTS (DCA)  
DHM1101: INTRODUCTION TO THE HOSPITALITY INDUSTRY  
FINAL EXAMINATION: APRIL 2014 SESSION

**Section A**

**Instructions:** This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided. **(30 marks)**

1. A bell person's **MAIN** function is to:
  - A. Be knowledgeable about the local area and all facets of the hotel
  - B. To escort guests and transport luggage to their rooms
  - C. Be knowledgeable about the hotel rooms and facilities
  - D. To clean and tidy up the rooms
  - E. To wash dishes
  
2. These restaurants are operated or owned independently. They provide something different for adventurous diner or a taste-of-home for those of the same ethnic background as the restaurant is called:
  - A. Fine dining restaurants
  - B. Celebrity Restaurants
  - C. Fast Food Restaurants
  - D. Theme Restaurants
  - E. Ethnic Restaurants
  
3. The following are the different positions within Housekeeping Department **EXCEPT**:
  - A. Landry Manager
  - B. Floor Housekeeper
  - C. Uniforms Supervisor
  - D. Executive Housekeeper
  - E. Reservation Manager

4. In hotel development, \_\_\_\_\_ is a concept that allows a company to expand more rapidly by using other people's money than if it had to acquire its own financing.
- A. management contract
  - B. referral Associations
  - C. franchising
  - D. agreement
  - E. real Estate Investment Trust
5. Which of the following is **NOT** the factor that influence a restaurant's menu prices?
- A. Competition Prices
  - B. Food Cost Percentage
  - C. Labor Cost Percentage
  - D. Plating
  - E. Nutritional Value
6. United Nations World Tourism Organization (UNWTO) is a specialised agency of the United Nations, it plays an important role in the:
- A. Development of sustainable tourism
  - B. Development of universally accessible tourism
  - C. Continuation of economic development
  - D. Development of a global code of ethics for tourism
  - E. All of the above
7. What is A la Carte menu?
- A. A selection of one or more items for each course at a fixed price
  - B. All items are individually priced
  - C. Menu designed from 2 chefs
  - D. Menu of the day
  - E. None of the above

8. \_\_\_\_\_ (1846–1935) is noted for his many contributions to cuisine. He is most noted career achievements are revolutionising and modernising the menu, the art of cooking and the organisation of the professional kitchen.
- A. Mari-Antoine Careme
  - B. August Escoffier
  - C. Gordon Ramsay
  - D. Jamie Oliver
  - E. Marco Pierre-White
9. Béchamel, the classic white sauce or the King of all sauces, was named after its inventor, Louis XIV's steward Louis de Béchamel. What is this sauce made of?
- A. Roux of butter and flour cook in milk
  - B. Brown roux, brown bones and stock/water
  - C. Flour and egg white
  - D. Egg yolks, liquid butter and lemon juice
  - E. Liquid butter, flour and water
10. This is a group of restaurants which are identical in the market, concept, design, service, food, and name. They offer the same menu, food quality, level of service, and atmosphere which can be found in any one of the restaurants, regardless of their locations. This group of restaurants are called:
- A. Fine dining restaurants
  - B. Celebrity restaurants
  - C. Chain restaurants
  - D. Ethnic restaurants
  - E. Fast Food restaurants
11. The Director of Food and Beverages reports to the General Manager of a hotel, and is responsible for the efficient and effective operation of the following departments **EXCEPT** :
- A. Restaurants
  - B. Room Service
  - C. Stewarding
  - D. Bar
  - E. Housekeeping

12. The following are the main responsibilities of Night Auditors **EXCEPT** :
- A. Posts guests' charges
  - B. Balances guests' accounts
  - C. Complete occupancy statistics report and revenue statistics report
  - D. Closes the books on a daily basis
  - E. Revenue management
13. To organise meetings, banqueting and conferences, the Catering Department of a hotel can offer/arrange a variety of room setups depending on a client's needs; the most frequently selected room setups are as follow **EXCEPT** :
- A. Lunch Style
  - B. Banquet Style
  - C. Classroom Style
  - D. U-Shape
  - E. Theatre Style
14. Hospitality means; the \_\_\_\_\_ of guests, visitors or strangers with liberality and good will.
- A. reception and entertainment
  - B. distance and awareness
  - C. complain and rudeness
  - D. arrival and departure
  - E. focus and history
15. Hotels, \_\_\_\_\_ are some of the establishments of Hospitality Industry.
- A. fishing and mining
  - B. supermarket and banking
  - C. finance and hostels
  - D. cruises and airlines
  - E. hospital and teaching

16. \_\_\_\_\_ is a process of interaction and integration among the people, companies, and governments of different nations.
- A. Globalization
  - B. International
  - C. Population
  - D. Hospitalization
  - E. None of the above
17. The \_\_\_\_\_ and the Automobile Age are two of the Five Eras of Tourism.
- A. Highway Age
  - B. Railway Age
  - C. Pathway Age
  - D. Distance Age
  - E. Transportation Age
18. Below is one of the many responsibilities of a telephone operator:
- A. In-charge of F&B service
  - B. Monitors where calls are made from; from which phones and to where
  - C. Checking mini bar
  - D. Monitors sales calls
  - E. Revenues management
19. \_\_\_\_\_ is used to maximize room revenue at the hotel based on supply and demand.
- A. Front Office Management
  - B. Housekeeping Management
  - C. Revenue Management
  - D. F&B Management
  - E. Kitchen Management
20. SOPs stands for:
- A. Standard Operating Procedures
  - B. Standing Operating Procedures
  - C. Stewarding Operating Procedures
  - D. Sterilization Operating Procedures
  - E. None of the above

21. The level of service in Fine Dining restaurants is generally:
- A. Casual and informal
  - B. Casual and relax
  - C. Relax but formal
  - D. High and informal
  - E. High and formal
22. Below is one of the many responsibilities of Front Office associates:
- A. To maintain & ensure all guest accounts are balanced
  - B. To upgrade guests
  - C. To complain about other departments
  - D. To liaise with other departmental heads
  - E. None of the above
23. GDS stands for:
- A. Global Distance System
  - B. Global District System
  - C. Global Distribution System
  - D. Global Directory System
  - E. Global Domestic System
24. Below are the many Front Office/Sales & Marketing systems in a hotel **EXCEPT** :
- A. Fidelio
  - B. CMS
  - C. Delphi (Sales & Marketing)
  - D. HIS
  - E. BBC
25. Hospitality industry consists of the elements below **EXCEPT** :
- A. Lodging
  - B. Motel
  - C. Car rental
  - D. Travel agency
  - E. Banking

26. \_\_\_\_\_ is a facility designed especially for exhibitions and conventions.
- A. Resort
  - B. Motel
  - C. B&B
  - D. Convention Centre
  - E. Inns
27. The objective of the \_\_\_\_\_ department is to protect the properties of the hotel, its guests and employees.
- A. Housekeeping
  - B. Security
  - C. Engineering
  - D. Front Office
  - E. All the above
28. Which of the following hotels major revenue center is derived from gaming operations?
- A. Casino
  - B. Suburban
  - C. City
  - D. Resort
  - E. Commercial
29. A hotel kitchen is under the charge of the:
- A. Sous Chef
  - B. Pastry Chef
  - C. Executive Chef
  - D. Chef de Partie
  - E. Saucier
30. Catering Event Order is also known as:
- A. Banquet Event Order
  - B. Conference Order
  - C. Convention Order
  - D. Event Meeting Order
  - E. None of the above

**Section B**

**Instructions :** Short answer questions. Answer **ALL** the questions. (70 marks)

**Question 1**

Please list out the **FOUR (4)** factors influencing why people travel.

(10 marks)

**Question 2**

Outline **FOUR (4)** important roles of a General Manager in a hotel.

(10 marks)

**Question 3**

(a) What is Independent Restaurant?

(4 marks)

(b) Please outline **TWO (2)** of the many features/attributes of an independent Restaurant.

(6 marks)

**Question 4**

Please list any **FOUR (4)** types of the hotel category, especially their characteristics and locations.

(10 marks)

**Question 5**

Room Division consists of many areas/departments, please list **TEN (10)** of them:

(10 marks)

**Question 6**

In service industries, understanding the characteristics of service is important. Please list **FOUR (4)** important service characteristics and briefly explain each.

(10 marks)

**Question 7**

There are six main types of menus, please list **FOUR (4)** and briefly explain each.

(10 marks)

**-THE END-**

*DHM1101(F)/April 2014/reformatted*