

FINAL
Examination Paper
(COVER PAGE)

Session : January/March 2018

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : March 8, 2018 (Thursday)

Time : 5:00 pm – 7:00 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) : Virgillia Lee Freddy

Moderator : Dr Kamril Juraidi Bin Haji Abdul Karim

DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION: JANUARY/MARCH 2018 SESSION

Section A: Multiple Choice question (30 marks)

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

1. Which of the following is not a characteristic of service?
 - A. Variable
 - B. Intangible
 - C. Separable
 - D. Perishable

2. The following are some of the “7 Deadly Sins of Service” **EXCEPT**
 - A. Apathy
 - B. Empathy
 - C. Condescension
 - D. Brush-off

3. What type of service is the most elegant service in a hotel?
 - A. English Service
 - B. American Service
 - C. French Service
 - D. Russian Service

4. Hilton Kuala Lumpur is considered what type of hotel?
 - A. City hotel
 - B. Casino hotel
 - C. Bed and Breakfast
 - D. All the above

5. Which statement best describes the term “*hospitality*”?
- A. The act of kindness of welcoming and looking after strangers basic needs
 - B. The establishment that provides a home away from home
 - C. An act of attracting people to consume service
 - D. All the above
6. Which of the following is the main concern of the hospitality industry?
- A. Sanitation
 - B. Competition
 - C. Empowerment
 - D. All of the above
7. What is meant by the “Back of the House” employees?
- A. Employees who are being disciplined.
 - B. Any hospitality employee who is not directly in contact with guest.
 - C. Female employees who are stationed at the reception desk.
 - D. A person who is employed as a butler.
8. One of the divisions of the “Front of the House” is the
- A. Stewarding
 - B. Marketing
 - C. Front Office
 - D. Housekeeping
9. Which segment is **NOT** a potential career path in the hospitality industry?
- A. Hotel
 - B. Manufacturing
 - C. Travel and Tourism
 - D. All of the above

10. One of the advantages of a Franchise Restaurant is
- A. Brand recognition.
 - B. High investment.
 - C. The restaurant design is like a chain.
 - D. It is popular amongst senior citizens.
11. Kuala Lumpur Convention Centre is considered as a :
- A. Hall and theatre
 - B. Arts and emporium
 - C. Meeting, Incentives, Convention and Exhibition establishment
 - D. All the above
12. Managed Food Service means
- A. The company manages the facility and food production.
 - B. The company manages the facility only.
 - C. The company manages the food production only.
 - D. The company has not experience in managing a food service outlet.
13. Which of the following qualities are needed to work in the hospitality industry?
- A. Honesty, willingness to work hard and put in long hours
 - B. Ability to deal with stress, ability to work with difficult people,
 - C. Team player, good (fast) decision making,
 - D. All the above
14. John Willard is the founder of
- A. Ritz hotels,
 - B. Holiday Inn hotels.
 - C. Hilton hotels.
 - D. Marriott hotels.

15. Tommy normally ushers arriving guests to their rooms and carry their luggage in the hotel he works at. He is probably the...
- A. Bellhop
 - B. Concierge
 - C. Bellhop captain
 - D. Front office executive
16. Franchising in the hospitality industry is important to :
- A. Saves cost on opening more business
 - B. Extend the brand awareness
 - C. To earn royalty income
 - D. All of the above
17. MICE is an acronym for
- A. Meetings, Incentives, Conferences & Expositions
 - B. Meetings, Incentives, Conventions & Exhibitions
 - C. Meetings, Incentives, Conventions & Events
 - D. Meetings, Incentives, Conferences & Exhibitions
18. Which of the following is an example of a service staff empathising with a customer's situation?
- A. I understand how you feel.
 - B. You think the price is too high.
 - C. Everyone is buying this item.
 - D. This is the best deal in town.
19. A type of hotel that is located by highways is also known as:
- A. City hotel
 - B. Casino hotel
 - C. Resorts hotel
 - D. Motel

20. Which of the following are the typical reasons for travel?
- A. Vacation and leisure trips Emphasizes interaction between the management and personnel.
 - B. Visits to friends and relatives Focuses on the outlet that make up service.
 - C. Business and professional trips Focuses on the people that make up service.
 - D. All of the above
21. One of the challenges in the hospitality industry is the
- A. Diversity in the workforce.
 - B. Delivering consistent service.
 - C. Accommodating special needs.
 - D. Impact of seasons.
22. VFR is the acronym for
- A. Visiting France & Rome
 - B. Visiting friends & relatives
 - C. Visiting friends in restaurants
 - D. Visiting favorite resorts
23. Travel agents
- A. Act in the same capacity as tour operators.
 - B. Bring together tourists and rental companies.
 - C. Promote tours and trips that they plan and organise.
 - D. Are a middle person acting as a travel counselor on behalf of airlines, cruise and hotels.
24. Large hotels, usually located in natural settings, that provide a wide variety of facilities and outdoor activities for guests would be:
- A. Luxury hotel
 - B. Boutique hotel
 - C. Resort hotel
 - D. All suite hotel

25. Which of the below is **TRUE** about the difference between Front of the House and Back of the House of a restaurant?
- A. Front of the house personnel includes waiters and waitress and back of the house personnel include a steward.
 - B. Waitresses have direct contact with the guest and a restaurant clerk does not have any contact with the guest.
 - C. Front of the house personnel serves the guest and back of the house does not serve the guest.
 - D. All the above
26. A hospitality student must have both qualification and ____ to advance in the industry.
- A. Experience
 - B. Friends
 - C. Height
 - D. Looks
27. One of the reasons a guest chooses a lodging facility over the other is due to its
- A. Food & Beverage
 - B. Branding
 - C. Service
 - D. Location of the property
28. Which of the following is correct
- A. Domestic tourism = Residents travelling within their country of residence
 - B. Inbound tourism = Non-residents travelling to the given country
 - C. Outbound tourism = Residents travelling to another country
 - D. All of the above
29. Starbucks is considered as.....?
- A. Independently owned F&B outlet.
 - B. Part of a chain F&B outlet.
 - C. Part of a franchise F&B outlet.
 - D. Casual & Theme service restaurant

30. The General Manager of a hotel is also responsible for :
- A. The guest security and safety
 - B. The revenue and profitability of the hotel
 - C. The shareholders and owner reputation and image
 - D. The efficiency in administrative and operation aspect of the hotel

Section B: Answer **ALL** the questions. (70 marks)

Question 1

When it comes to the meal experience, there are generally five reasons on why people choose to dine out instead of preparing their meals at home. Briefly explain the **FIVE (5)** reasons on why people choose to dine out. (10 marks)

Question 2

What are the **FIVE (5) advantages** and **FIVE (5) disadvantages** of the chain ownership for restaurants. (10 marks)

Question 3

Referring to On-Site Food Service, what are the **FIVE (5)** food service issues faced by business owners when it comes to operations. (10 marks)

Question 4

Identify **FIVE (5)** possible careers in the hospitality industry. Briefly describe each of them. (10 marks)

Question 5

Explain briefly the following hotel classification:

- (a) Limited-service hotels
- (b) Select-service hotels
- (c) Full-service hotels
- (d) Luxury hotels
- (e) Suburban hotels

(10 marks)

Question 6

List **TEN (10)** Food and Beverage Divisions?

(10 marks)

Question 7

Globalisation is a phenomenon that has impacted all types of industries regardless of background. Based on what you've learned, list and briefly explain 5 (FIVE) impacts of globalisation on the Hospitality industry.

(10 marks)

-THE END-

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