

FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : December 8, 2017 (Friday)

Time : 8:00 am – 10:00 am 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

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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: AUGUST 2017 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 employee's role is best described by tasks such as cleaning schedules, maintenance of equipment and storage of food service items?
 - A. Food handler
 - B. Beverage manager
 - C. Cleaning supervisor
 - D. Environmental health officer

2. People travel for many reasons; which of the following is not a reason?
 - A. Experience scenic beauty
 - B. Health interest
 - C. To attend sporting events
 - D. All the above are reasons

3. The central focus in hospitality is _____.
 - A. Communication
 - B. Guest service
 - C. Provide a profit
 - D. Attitude

4. Who is responsible for establishing mode of operations that is professional and leaves the guest feeling that he or she is in secure hands?
 - A. The General Manager
 - B. The Resident Manager
 - C. The Operation Manager
 - D. Rooms Division Manager

5. Each of the following is a characteristic of the hospitality industry **EXCEPT**;
- A. Product is intangible and perishable
 - B. The service product and the guest are separate
 - C. No such thing as business hours
 - D. Characterized by shift work
6. The term *Intangible* means _____.
- A. Assets to the business
 - B. Physical property
 - C. Something the guest uses but can't necessarily see
 - D. A souvenir purchased as a gift
7. Why do most of the 5 star hotels in Malaysia operate 24 hours a day?
- A. Guest need service at all times
 - B. Guest special request
 - C. Staff is required to work more hours
 - D. General manager's rules and regulations
8. 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 no experience in managing a food service outlet.
9. _____ are operations owned by one or more owners who are usually involved with day to day operations of the business
- A. Independent restaurants
 - B. Chains
 - C. Franchises
 - D. Fast food restaurants

10. Jill normally assists guests to book taxi rides or even with their general enquiries on nearby places of attractions. She is probably the _____.
- A. Bellhop
 - B. Concierge
 - C. Bellhop captain
 - D. Front office executive
11. 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
12. The 1st 6 star hotel in Malaysia is _____ which open in year 2016.
- A. The Meritus Pelangi Beach Resort Langkawi
 - B. Shangri La Kuala Lumpur
 - C. St Regis Langkawi
 - D. Hilton Kuala Lumpur
13. John Willard is the founder of _____.
- A. Ritz hotels,
 - B. Holiday Inn hotels.
 - C. Hilton hotels.
 - D. Marriott hotels.
14. Which of the following is an example of a service staff empathizing with a customer's objection:
- 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.

15. 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. All the above
16. 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
17. *Back-of-the-house* refers to _____.
- A. The money earned that is not recorded
 - B. Hotel rooms that face the back of the hotel
 - C. Performing duties behind the scene
 - D. People who wait on the customers
18. The hospitality industry depends heavily on shift work. There are _____ basic shifts per day.
- A. Morning, noon, evening
 - B. Evening, mid-night, graveyard, and morning
 - C. Morning, mid-night, evening and graveyard
 - D. Morning, noon, afternoon
19. Who are the potential target markets of a City Hotel?
- A. Cabin Crew
 - B. Delayed flight passengers
 - C. Corporate Guest
 - D. None of the above

20. A type of hotel that is located urban areas is also known as:
- A. Motel
 - B. City hotel
 - C. Casino hotel
 - D. Resorts hotel
21. Generally if a hotel guest is not happy with the service, they will first bring their complaint to:-
- A. Kitchen
 - B. Engineering
 - C. Front office
 - D. Housekeeping
22. One of the benefits of the Travel and Tourism industry is _____.
- A. Prices of goods become expensive.
 - B. Everyone can fly
 - C. Economic improvement of the country
 - D. Population health level increases.
23. In the product view of service it _____.
- A. Emphasizes interaction between the management and personnel.
 - B. Focus on the outlet that make up service.
 - C. Focus on the people that make up service.
 - D. Focus on the tasks that make up service.
24. American 1st Luxury hotel call _____. Open in the year 1882 in Boston.
- A. Boston Hotel
 - B. The City Hotel
 - C. Astor House
 - D. Tremont Hotel

25. A term used in the hotel industry to describe the percentage of room sold on a day.
- A. ARR
 - B. ADR
 - C. CIP
 - D. Occupancy percentage
26. A type of lodging establishment which started off as a result of demand by people travelling long journey on a highway from one point of destination to another.
- A. Inn
 - B. Hotel
 - C. Motel
 - D. Bed and Breakfast
27. We have 1,400 rooms available to sell, we sell only 1,200 rooms, and therefore there are 200 unsold rooms. This is an example of _____.
- A. inseparability
 - B. intangibility
 - C. guest satisfaction
 - D. perishability
28. Which department in a hotel handles staff recruitment and training?
- A. Front Office
 - B. Human Resource
 - C. Account
 - D. Public Relations
29. Room Division Department consists of **TWO (2)** main departments **EXCEPT**:
- A. Housekeeping and Front Office
 - B. Front Office and Concierge
 - C. Front Office and Food and Beverage
 - D. Sales and Marketing and Food and Beverage
30. _____ is the world 7 star Hotel.
- A. Hilton Dubai
 - B. Burj Al Arab Dubai
 - C. The St Regis Langkawi
 - D. The Ritz Paris

Section B : Instructions: Short answer questions. Answer **ALL** the questions in the answer booklet provided. (70 marks)

Question 1

List and briefly explain **FIVE (5)** duties and responsibilities of an Executive Chef? (10 marks)

Question 2

Describe the functions of the hotel departments below:

- (a) Sales
- (b) Accounting
- (c) Engineering
- (d) Human Resource
- (e) Rooms Division

(10 marks)

Question 3

List **FIVE (5)** hotel classification in Malaysia?

(10 marks)

Question 4

List and briefly explain the **FIVE (5)** different classifications of a restaurant.

(10 marks)

Questions 5

Explain the types of hotels below and provide an example for each:-

- (a) Inn
- (b) Resort Hotel
- (c) Corporate Hotel
- (d) All-Suite Hotel
- (e) All Inclusive Resort

(10 marks)

Question 6

List and explain **FIVE (5)** characteristics of a cruise ship which are also known as "*Floating Hotel*?"

(10 marks)

Question 7

Provide **FIVE (5)** Inbound and **FIVE (5)** outbound travel services provided by a travel agent?

(10 marks)

-THE END-

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