

FINAL
Examination Paper
(COVER PAGE)

Session : January 2016/February 2016

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : March 15, 2016 (Tuesday)

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

Examiner (s) : Prof Zafrul Bin Isa

Moderator : Dr Noor Azimin Zainol

DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION : JANUARY 2016/FEBRUARY 2016 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. A Hospitality Organisation is one that
 - A. Provides counseling and physiotherapy services to people away from home.
 - B. Provides chauffeur driven limousines to people away from home.
 - C. Provides medical services to people away from home.
 - D. Provides food, shelter, and other services to people away from home.

2. The word Hospitality is derived from the Latin word
 - A. Habeas corpus
 - B. Hospitare
 - C. Herba
 - D. Hamus

3. One of the roles of a manager is to
 - A. Be involved in other departments' problems.
 - B. Create a unhealthy working environment.
 - C. Maintain a profitable operation.
 - D. Spend the organsation's money.

4. A hospitality employee must
 - A. Be shy and unapproachable.
 - B. Not assist guests when in need.
 - C. Not admit their own mistakes.
 - D. Be skillful and friendly

5. A licensed bar is primarily for
 - A. eating
 - B. drinking
 - C. cinema goers
 - D. weight watchers

6. What is a Michelin Award?
 - A. The newest European hotel and restaurant reference guide.
 - B. An award given to the best tire manufacturer.
 - C. The oldest European hotel and restaurant reference guide.
 - D. The oldest Asian hotel and restaurant reference guide,

7. What is meant by the "Front of the House" employees?
 - A. Employees who are being disciplined.
 - B. A person who is employed as a butler.
 - C. Female employees who are stationed at the reception desk.
 - D. Any hospitality employee who are in contact with guest.

8. One of the divisions of the "Back of the House" is the
 - A. Stewarding
 - B. Front Office
 - C. Restaurant
 - D. Business Centre

9. An Independent Proprietor is also known as
 - A. Sales Agent
 - B. Sole Proprietor
 - C. Purchasing Agent
 - D. Concierge

10. One of the advantages of a Chain Restaurant is
- A. Brand recognition.
 - B. High investment.
 - C. The restaurant design is like a chain.
 - D. It is popular amongst senior citizens.
11. On Site Food Service means
- A. No preparations of foods are involved.
 - B. Foods are prepared in a centralized kitchen outside and distributed to the outlets.
 - C. Foods are not prepared by the proprietor.
 - D. Foods are produced and consumed in the premise.
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. Conrad Hilton is the founder of
- A. Ritz hotels.
 - B. Holiday Inn hotels.
 - C. Hilton hotels.
 - D. Marriott hotels.
14. Kemmons Wilson is the founder of
- A. Ritz hotels,
 - B. Holiday Inn hotels.
 - C. Hilton hotels.
 - D. Marriott hotels.

15. The "heart" of the hotel is the
 - A. Security
 - B. Sales & Marketing
 - C. Accounts
 - D. Rooms Division

16. The Housekeeping Department's main function is to
 - A. Check-in and check-out guests
 - B. Provide services in restaurant.
 - C. Hire new personnel.
 - D. Clean rooms.

17. One of the services provided by a Travel Agency is
 - A. Cleaning services
 - B. Air tickets
 - C. Ambulance services
 - D. First Aid services

18. 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.

19. In the product view of service it
 - A. Emphasises interaction between the management and personnel.
 - B. Focuses on the outlet that make up service.
 - C. Focuses on the people that make up service.
 - D. Focuses on the tasks that make up service.

20. In the process view of service it
- A. Emphasises interaction between the management and personnel.
 - B. Focuses on the outlet that make up service.
 - C. Focuses on the people that make up service.
 - D. Emphasises interaction between the service organization and the guests.
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. The advancement of the hospitality industry is due to
- A. Google's popularity.
 - B. The introduction of Skype services.
 - C. New modes of transportation.
 - D. The increase in-household income.
23. Career path is
- A. Several careers to choose from.
 - B. The career of a person.
 - C. The chosen career
 - D. Career progression
24. Etiquette is
- A. A type of musical instrument.
 - B. The halo effect.
 - C. How we perceive others.
 - D. How we behave and make others feel comfortable.

25. Hospitality industry is defined as the act of _____ in welcoming and looking after the basic needs of guests or strangers.
- A. Suspicious
 - B. Rudeness
 - C. Kindness
 - D. Embarrassment
26. A hospitality student must have both qualification and _____ to advance in the industry.
- A. Experience
 - B. Friends
 - C. Height
 - D. Enemies
27. One of the reasons a guest chooses a restaurant over the other is due to its
- A. Décor
 - B. Signage
 - C. Service personnel
 - D. Level of service
28. Suggestive selling is an effort to increase
- A. Tensions
 - B. Sales
 - C. Staff confidence
 - D. Guest confusion
29. One of the disadvantages of an Independent Restaurant is
- A. Its management team
 - B. It is exposed to the weather
 - C. It is exposed to risks
 - D. Its logo

30. Retirement community has
- A. Club Floor
 - B. Business Centre
 - C. Family members staying in
 - D. Licensed nursing

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

Question 1

What are the **FIVE(5)** characteristics of service? What is meant by each of the characteristic?
(10 marks)

Question 2

List the **TEN (10)** sectors of the Hospitality Industry.
(10 marks)

Question 3

What is meant by the following Food and Beverage entity:

- (a) Bistro
 - (b) Brasserie
 - (c) Gastrodome
 - (d) Coffee shop
 - (e) Ethnic restaurants
- (10 marks)

Question 4

What are the **THREE (3)** forms of Restaurant Ownership? What is meant by 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.

(10 marks)

Question 6

- (a) Who are the **FOUR (4)** personnel who are in the Uniformed Services? (4 marks)
- (b) Which **FOUR(4)** departments are in the Staff and Support? (4 marks)
- (c) What is the main function of the Housekeeping Department? (2 marks)

Question 7

- (a) What are the **FIVE(5)** reasons people travel? (6 marks)
- (b) What does MICE stands for? (4 marks)

-THE END-

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