

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

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

Course : DHM1101 : Introduction to The Hospitality Industry

Date of Examination : March 8, 2017 (Wednesday)

Time : 11:00 am – 1:00 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) : Ms Virgillia Lee Freddy

Moderator : Dr Kamril Juraidi Bin Haji Abdul Karim

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA/DCAN)
DHM1101: INTRODUCTION TO HOSPITALITY INDUSTRY
FINAL EXAMINATION: JANUARY 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. What is Hospitality?
 - A. Receiving a guest
 - B. The act of providing lodging to guests
 - C. The act of providing food and beverage to guests
 - D. All of the above

2. What is one of the roles of Front Office department in a large hospitality establishment?
 - A. Issuing of staff uniform
 - B. Issuing room key cards
 - C. Promoting career opportunities
 - D. Receiving and ordering food stock

3. What is the most important reason to update your hospitality industry knowledge?
 - A. To improve self esteem
 - B. To converse with customers
 - C. To develop communication skills
 - D. To enhance quality of work performance

4. Which of the following positions in the hospitality industry are BOTH entry level positions?
 - A. Apprentice chef, sous chef
 - B. Apprentice chef, banquet coordinator
 - C. Receptionist, room attendant
 - D. Chef de partie, sous chef

5. What is the appropriate practice a hospitality worker should use in responding to incoming telephone call?
 - A. Speak clearly, avoid slang, vary tone
 - B. Use industry jargon, clarify details, be relevant
 - C. Be relevant, avoid slang, use a monotone voice
 - D. Vary tone, use industry jargon, clarify details

6. What type of restaurant food service is the most elegant in a hotel?
 - A. English Service
 - B. American Service
 - C. French Service
 - D. Room Service

7. When opening a new restaurant, what are the factors that we need to look into?
 - A. Space
 - B. Equipment
 - C. Lighting
 - D. All the above

8. What is the role of the Human Resources department in a Hospitality establishment?
 - A. To recruit, hire and train new staff
 - B. To promote and market the establishment
 - C. To maintain the status of the establishment
 - D. To provide security services for the establishment

9. Hotels can be classified according to:
 - A. Location
 - B. Target Market
 - C. Price
 - D. All the above

10. Define the term "Due Out"
 - A. The room is expected to become vacant after the following day's check out time
 - B. The guest has settled his or her amount, return the room key and leave the hotel
 - C. The guest has requested and is being allowed to check out later than the hotel standard check out time
 - D. The guest registered but the bed has not being used

11. What is a Connecting Room?
 - A. Rooms close to each other
 - B. Rooms with common wall but no connecting door
 - C. Rooms with individual entrance doors from outside and a door in between
 - D. A parlor room connected to more rooms

12. What are the qualities needed to be a successful hospitality leader?
 - A. Good Leadership
 - B. People skills
 - C. Patience
 - D. All on the above

13. Which of the following departments is involved in Rooms Division?
 - A. Maintenance
 - B. Purchasing
 - C. Kitchen
 - D. Sales and Marketing

14. Which of the following is not in the Food and Beverage Division?
 - A. Kitchen
 - B. Club Floor
 - C. Room Service
 - D. Banqueting

15. Generally, a hotel guest will first complain to the:
- A. Housekeeping
 - B. Reception
 - C. Security
 - D. Concierge
16. A POS terminal stands for :
- A. Positive Open sales terminal
 - B. Point of sale terminal
 - C. Personal outlet sales terminal
 - D. None of the above
17. Why are personal presentation standards important for hospitality staff?
- A. To reflect current industry trends
 - B. To reduce cost to the establishment
 - C. To promote the establishment's logo
 - D. To create a good first impression for guests
18. The uniformed hotel staff includes which of the following?
- A. Bell Staff
 - B. Concierge
 - C. Security
 - D. All the above
19. An advantage of a hotel leasing a restaurant is
- A. Hotel management can then focus on its responsibilities
 - B. The restaurant is then run by experts
 - C. The hotel will then get guaranteed revenue through the lease
 - D. All the above

20. During the pre-opening of a hotel, which of the following is the **MAIN** job scope of the Front Office Manager?
- A. Preparation on Standard Operating Procedures
 - B. Interviewing potential candidates
 - C. Preparation of Front Office Budget
 - D. All the above
21. 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
22. The main function of a _____ is to escort guests and transport their luggage to their room
- A. Front desk officer
 - B. Bellperson
 - C. Concierge
 - D. Valet
23. Quality guest service requires that we
- A. Prioritise our profit motive
 - B. Increase service advertising
 - C. Understand our guests' needs
 - D. Focus on food quality
24. 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

25. When selling rooms a front desk associate may try to “upsell”. This means
- A. Providing a discount rate
 - B. Honoring a guest’s discount coupon
 - C. Selling the room at a rack rate
 - D. Suggestively selling the features of a larger room, a higher floor or perhaps a better view
26. Inbound travel agent handle services such as:
- A. Tour Packages
 - B. Hotel Reservations
 - C. Car Rental
 - D. All the above
27. One of the important elements in lodging operations are:
- A. Décor
 - B. Rates
 - C. Target Clientele
 - D. All the above
28. The central focus in hospitality is
- A. Communication
 - B. Guest service
 - C. Provide a profit
 - D. Attitude
29. 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

30. 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

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

Question 1

List and briefly describe **FIVE (5)** different classifications of restaurant operations.
(10 marks)

Question 2

Briefly describe the types of hotels in the following:-

- (a) Inn
 - (b) Resort
 - (c) Corporate Hotel
 - (d) All Suite Hotel
 - (e) MICE Hotel
- (10 marks)

Question 3

Briefly explain the roles of the following departments in a Hospitality establishment.
(10 marks)

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

Question 4

Identify and briefly explain the **FIVE (5)** elements that must be taken into an account when designing the Food and Beverage layout??

(10 marks)

Question 5

Describe at least the **FIVE (5)** types of hotels found in the hospitality industry.

(10 marks)

Question 6

The food cost control process plays a vital role in the F&B Operations of an outlet. List the **TEN (10)** items that are included in the food cost control process.

(10 marks)

Question 7

Explain the following growing trends in hospitality industry.

(10 marks)

- (a) Demographic
- (b) Health
- (c) Technology
- (d) Rising of income
- (e) Education

-THE END-

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