



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DHM1304 WINDOWS INTO HOSPITALITY AND TOURISM**
Semester & Year : January- April 2017
Lecturer/Examiner : Haryati Abu Husin
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PARTA (80 marks) : EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.

- 2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- 4. ONLY ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages =6 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S) : EIGHT (8) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Determine **FOUR (4)** characteristics of the hospitality industry. (10 marks)
2. Distinguish the **FIVE (5)** Deadly Sins of Service. (10 marks)
3. Explain the management contract in the lodging industry by giving an example. (10 marks)
4. By giving **ONE(1)** example of an event, explain and apply the **FIVE(5)** planning steps in event planning. (10 marks)
5. Define what is demographic studies and explain **FOUR(4)** characteristics of demographic in hospitality industry with an example for each of the following characteristics (10 marks)
6. Identify and explain the steps in opening a hotel. (10 marks)
7. List **FIVE(5)** primary types of destinations. For each type, provide **ONE(1)** example. (10 marks)
8. Explain **FOUR (4)** features that distinguish managed service operations from commercial food services (restaurant). (10 marks)

END OF EXAM PAPER