



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **HOS1004 FUNDAMENTAL OF HOSPITALITY, TOURISM AND SERVICES**
Semester & Year : January -April 2017
Lecturer/Examiner : Haryati Abu Husin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:

PART A(50 marks) : FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.

PART B (25 marks) : ONE (1) Essay Question. 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 =8 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Discuss the term “ **conceptualisation**” in developing a hotel. (10 marks)
2. Elaborate and give an example of the following :
 - a. “**Frequent Flyer**”
 - b. “**Frequent Guest Program**” (10 marks)
3. List and explain briefly **FIVE (5)** criterias in market segment of a contemporary food service concept. (10 marks)
4. Justify **FIVE (5)** principles that need to be followed by individuals who wants to participate in ecotourism activities. (10 marks)
5. Elaborate **FIVE(5)** common duties of the front office department in a hotel. (10 marks)

END OF PART B

PART B : ESSAY QUESTIONS (25 MARKS)

INSTRUCTION(S) : ONE (1) Essay question. Answer the question in the Answer Booklet(s) provided.

1. Service industry requires skillful personnel that is able to provide excellent service to customers. Identify the characteristics of the service in service industry by giving an example in the Hotel Industry. Elaborate **TWO (2)** types of service that happen in the industry.

(25 marks)

END OF EXAMINATION PAPER.