



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 : May – August 2016
Lecturer/Examiner : Ms. Nor Hazwani Mohd Din
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART B (80 marks) : EIGHT (8) short answers. 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. Explain **FOUR (4)** main characteristics of Product and Service (8 marks)
2. a) Define Ecotourism. (2 marks)
b) Discuss **FIVE (5)** principles that need to be followed by individuals who want to participate in ecotourism activities. (10 marks)
3. Discuss **FIVE (5)** characteristics of hotels. (15 marks)
4. Explain **FIVE (5)** features that distinguish managed service operations from commercial food services (10 marks)
5. List and briefly explain **FIVE (5)** types of meeting (10 marks)
6. Describe **FIVE (5)** classifications of special events. (10 marks)
7. List **FIVE (5)** skills required as an Event Manager. (5 marks)
8. Briefly explain **FIVE (5)** hospitality trends of 2016. (10 marks)

END OF PART B

END OF EXAM PAPER