

**SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_  
\_\_\_\_\_

Subject Code & Name : **BHM 3303 Innovation & Contemporary Issues in Hospitality and Tourism**  
Semester & Year : Sept - Dec 2017  
Lecturer/Examiner : Mr Ronald Willie Binati  
Duration : 3 Hours

---

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (70 marks) : FIVE (5) short answer questions. Write your answers in the Answer Booklet(s) provided.  
  
PART B (30 marks) : ONE (1) Reflective report. Write your answers in the Answer Booklet(s) provided.
2. Candidates are not allowed to bring any unauthorized 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 = 3 (Including the cover page)

**PART A : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided

---

**END OF PART A**

**PART B : REFLECTIVE REPORT (30 MARKS)**

**INSTRUCTIONS** : Read the reflection given and write your answers in the answer booklet(s) provided

---

The idea of developing new product/idea/ concepts with regards to the presentation you carried out at BERJAYA University College, reflect on the following activity of yours.

- a. Are you fully successful in coming out with a new idea/ product/concept for your presentation. If not, what prevented you from achieving your objectives and which qualities were the most useful to you? Justify your answer with real time experience  
(10 marks)
- b. What is the importance of Innovation for an Industry? Have you identified the strengths and weaknesses of your new product/idea/concept? Explain what actions will you try next time you go in for an another innovative process  
(10 marks)
- c. Which of your competencies (personal and acquired in the subject of study) were the most useful? How these competencies are helping you to come out a with the new idea  
(10 marks)

**END OF EXAM PAPER**