



FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY

RESIT EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HOS1003 FUNDAMENTAL OF HOSPITALITY, TOURISM AND SERVICES**
Semester & Year : January - April 2022
Lecturer/Examiner : Gobein
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. BOLD the answers.
PART B (50 marks) : FIVE (5) short answer questions. Type the answers below the questions.
PART C (25 marks) : ONE (1) Essay Question. Type the answers below the question.
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 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.

Total Number of pages =8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (50 MARKS)

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

1. Identify and explain the steps in opening a hotel. (10 marks)
2. Identify and describe **FIVE (5)** roles of a General Manager. (10 marks)
3. In the front office operations, there are several duties that have to be done by the staff. Elaborate **FIVE (5)** duties in the front office operation of a hotel. (10 marks)
2. Choose **ONE (1)** local theme park, briefly describe the place and identify **TWO (2)** types of activities that could be done there. Suggests **TWO (2)** ways for the theme park to attract guests. (10 marks)
5. Define what a demographic study is and explain **FOUR (4)** characteristics of demographic in the hospitality industry with examples. (10 marks)

END OF PART B

PART C : ESSAY QUESTIONS (25 MARKS)

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

1. Using a diagram to illustrate, elaborate the stage in the channel distribution of the retail industry. Give examples for each stage.

(25 marks)

END OF EXAM PAPER