

**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 2016
Lecturer/Examiner : Mr. Josh Sim
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (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 A**: MULTIPLE CHOICE QUESTIONS (20 MARKS)****INSTRUCTION(S)**

: Questions 1-20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

1. The term 'hospitality' is derived from which Latin word?
 - a. hospice
 - b. hospital
 - c. hospes
 - d. hostel

2. The hospitality and tourism industry includes:
 - a. food and beverage services
 - b. guest house and lodging services
 - c. travel and related tourism services
 - d. All of the above

3. The word 'restaurant' comes from which Latin word?
 - a. restaurare
 - b. restoran
 - c. restore
 - d. restoration

4. 'Travel' is related to the word 'travail' which is from which language?
 - a. Spanish
 - b. Italian
 - c. French
 - d. Portuguese

5. Identify which civilization that contributed to the advancement of traveling by building the first water vessels around 2000 B.C.?
 - a. The Indians
 - b. The Mesopotamians
 - c. The Chinese
 - d. The Egyptians

6. Which of the following is not a city centre hotel?
 - a. Hotel Maya Kuala Lumpur
 - b. The Vistana Kuala Lumpur
 - c. Grand Hyatt Kuala Lumpur
 - d. Impiana Hotel Kuala Lumpur

7. Which of the following is the benefit of franchising?
- a. centralized reservation system
 - b. lower fee percentage charged by credit card companies
 - c. inclusive advertising
 - d. all the above
8. Which of the following is **not** the factor of consideration in opening a food service-related business?
- a. concept
 - b. menu
 - c. market
 - d. none of the above
9. Which of the following is **not** an example of an on-site food and beverage facility?
- a. airport fast food restaurant
 - b. school canteen
 - c. health care centre cafeteria
 - d. correctional facilities
10. Which of the following belongs to the heart-of-the-house?
- a. busser
 - b. hostess
 - c. sommelier
 - d. order taker
11. Which of the following is **not** an example of meeting room setup?
- a. herringbone
 - b. gueridon
 - c. boardroom
 - d. hollow square
12. **MICE** consist of:
- a. Meeting, Initiative, Conference, Exhibition
 - b. Meeting, Intensive, Convention, Exposition
 - c. Meeting, Incentive, Convention, Exhibition
 - d. Meeting, Incentive, Conference, Exhibition

13. Identify the correct flow of event planning process.
- a. research, design, planning, coordination, evaluation
 - b. planning, research, design, coordination, evaluation
 - c. design, research, planning, coordination, evaluation
 - d. research, planning, design, coordination, evaluation
14. Which of the following is Peru's tourist attraction?
- a. Chichen Itza
 - b. Colosseum
 - c. Machu Picchu
 - d. Petra
15. Lodging properties that provide a place to stay, facilities and meets the needs of groups attending and holding conventions are called:
- a. seminar hotels
 - b. convention hotels
 - c. conference hotels
 - d. resort hotels
16. An example of sustainable lodging is:
- a. Hiring less people to run the daily operations
 - b. Building energy-efficient buildings to minimize the usage of air-conditioning
 - c. Investing more on marketing and promotional purposes
 - d. Having a lot of branches throughout the world
17. **Formule1** is a:
- a. luxurious property
 - b. resort property
 - c. economic properties.
 - d. full service properties.
18. Hotels and resorts can be classified according to:
- a. level of service
 - b. business affiliation
 - c. size
 - d. all the above

19. The Director of Food and Beverage is in charge of the:
- a. stewarding department
 - b. events department
 - c. rooms division department
 - d. the concierge
20. Restaurant ownership structure is usually in one of three patterns. They are:
- a. Independents, chains, or franchise.
 - b. Independents, multi units or franchise.
 - c. Mom and pop units.
 - d. Quick service restaurants.

END OF PART A

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 (10 marks)
2. List and explain **FIVE (5)** skills required as an Event Manager (10 marks)
3. List **FIVE (5)** disadvantages of franchising. (10 marks)
4. Describe **FIVE (5)** characteristics of a specialty restaurant. (10 marks)
5. Describe **FIVE (5)** characteristics of a fine dining restaurant. (10 marks)
6. Explain **FIVE (5)** factors to consider to establish food service business (10 marks)
7. Explain the process of event planning (10 marks)
8. List and briefly explain **FIVE (5)** types of meeting (10 marks)

END OF PART B

END OF EXAM PAPER