



FACULTY OF HOSPITALITY AND TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HOS1103 INTRODUCTION TO HOSPITALITY AND TOURISM**
 Trimester & Year : January-April 2018
 Lecturer/Examiner : Haryati Abu Husin
 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 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 =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)** principles that need to be implemented for those who wants to participate in ecotourism activities. (10 marks)
2. Describe **FOUR (4)** interesting facts about Taman Negara Malaysia (10 marks)
3. Describe **FIVE(5)** types of city clubs that could be found in the world. (10 marks)
4. Elaborate **ONE(1)** special events that you have attended. In your explanation please include the following information:-
 - a. Name and location of the event. (2 marks)
 - b. **THREE (3)** interesting facts about the event. (6 marks)
 - c. **ONE (1)** way to improve the flow of the event. (2 marks)
5. By giving an example of place / location, explain what national destination is. (10 marks)
6. Explain **FOUR (4)** methods for a country to manage its reputation. (10 marks)
7. Elaborate **FOUR (4)** trends in destination marketing (10 marks)
8. Elaborate on **FOUR (4)** factors how business cycle influence the practice of globalisation in hospitality . (10 marks)

END OF EXAM PAPER