



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **BTT1306 UNDERSTANDING HOSPITALITY, TOURISM and LEISURE MGT**
Trimester & Year : January - April 2018
Lecturer/Examiner : Ms. Lisa Martini
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
PART A (60 marks) : Answer SIX (6) structure type questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet 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 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 = 3 (Including the cover page)

PART A: SIX (6) structure type questions. (60 MARKS)
INSTRUCTION(S): There are SIX (6) structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Describe the reasons that resulted in the pineapple turning into the symbol of hospitality.
(10 marks)

Question 2

Discuss **FIVE (5)** reasons why gastronomy tourism is a trend now.
(10 marks)

Question 3

Determine **FIVE (5)** significant impacts of tourism on society.
(10 marks)

Question 4

Analyze the inter-dependence between the hospitality spirit and the tourism industry.
(10 marks)

Question 5

Describe the importance of sales and marketing in the hospitality industry.
(10 marks)

Question 6

Analyze **FIVE (5)** reasons why Desa Water Park closed down.
(10 marks)

END OF PART A

PART B: TWO (2) essay questions (40 MARKS)
INSTRUCTION: There are TWO (2) essay questions. Answer both questions in the Answer Booklet (s) provided.

Question 1

Discuss the recreation issues where recreational parks decline and health concerns rise.

(20 marks)

Question 2

If you are working in one of the departments of Berjaya Times Square Hotel, suggest **FIVE (5)** strategies to improve service quality for the establishment.

(20 marks)

END OF EXAM PAPER