



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY**

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **HOS1103 Introduction to Hospitality and Tourism**
Semester & Year : May - August 2022
Lecturer/Examiner : Nor Hazwani Mohd Din
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 written 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. Define the following;
 - a) Culinary Tourism
 - b) Cultural Tourism
 - c) Gambling Tourism
 - d) Sports Tourism
 - e) Ecotourism

(10 marks)

2. Franchising is a concept that allows a company to use other person moneys for growth and expand businesses rapidly.
Discuss **FOUR (4)** advantages and **FOUR (4)** disadvantages that of implementing franchising concept.

(16 marks)

3. Explain **FOUR (4)** characteristic of hospitality and tourism industry.

(8 marks)

4. Identify **FIVE (5)** types of hotel and describe the characteristic of each one.

(10 marks)

5. Discuss **FIVE (5)** skills required of an Event Manager.

(10 marks)

6. Every each of the lodging properties, their management structure could be differing from one to another based on the scale of properties itself.
Explain **FIVE (5)** of the executive committee that involve in the structure.

(10 marks)

7. Identify **THREE (3)** types of destination marketing.

(6 marks)

8. Describe **FIVE (5)** types of meeting setup.

(10 marks)

END OF EXAM PAPER