



## SCHOOL OF HOSPITALITY

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **HOS1103 INTRODUCTION INTO HOSPITALITY AND TOURISM**  
 Semester & Year : May-August 2017  
 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 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 B : SHORT ANSWER QUESTIONS (80 MARKS)**

**INSTRUCTION(S) : EIGHT (8) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.**

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1. Determine **FOUR (4)** challenges in special events industries. (10 marks)
2. Describe **FIVE (5)** moments of truth when a customer dine in a restaurant. (10 marks)
3. Explain the **FIVE (5)** brought in expertise in marketing destination and elaborate their function. (10 marks)
4. By giving **ONE (1)** example of a location, explain **FIVE(5)** important pull in factors that attract tourists and travellers to visit the place. (10 marks)
5. By illustrating a diagram that represent the hierarchy of Club Management, list **ONE (1)** main duty for each position in the hierarchy. (10 marks)
6. Identify and explain the **FIVE (5)** required skills for an event management. (10 marks)
7. Explain what **MICE** is by giving an example for each. (10 marks)
8. Explain **FOUR (4)** points on how business cycle effected the globalisation of Hospitality industries. (10 marks)

**END OF EXAM PAPER**