



**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 2020
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) Medical Tourism
 - b) Ecotourism
 - c) Cultural Tourism
 - d) Heritage Tourism
 - e) Sport Tourism(10 marks)
2. Identify **FIVE (5)** types of unusual hotel and describe the characteristic of each one. (10 marks)
3. Discuss the stages involved in event planning process. (15 marks)
4. List and describe **FIVE (5)** types of clubs. (10 marks)
5. Identify the **FIVE (5)** managed service segments. (5 marks)
6. Classify **THREE (3)** type sizes of events and give **ONE (1)** example for each type. (12 marks)
7. Explain the **FOUR (4)** types of destination marketing. (8 marks)
8. Identify **FIVE (5)** classifications of special events and briefly describe their characteristics. (10 marks)

END OF EXAM PAPER