

**SCHOOL OF HOSPITALITY****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **HOS1103 INTRODUCTION IN HOSPITALITY AND TOURISM**
Semester & Year : September-December 2016
Lecturer/Examiner : Haryati Abu Husin
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (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 A : SHORT ANSWER QUESTIONS (80 MARKS)

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

1. Explain **FIVE(5)** skills required by a Director of Catering (10 marks)
2. Elaborate **FOUR (4)** elements involved in how a destination manages its reputation. (10 marks)
3. Distinguish **FIVE (5)** benefits of tourism. (10 marks)
4. Elaborate **FOUR (4)** drawbacks of franchising for a franchisee (10 marks)
5. Determine **FIVE(5)** examples of special events (10 marks)
6. Explain **5 (FIVE)** ways for service provider to be successful in a service industry. (10 marks)
7. Define what is catering cycle and list **EIGHT (8)** steps of the cycle (10 marks)
8. Distinguish the role of **FIVE (5)** key players in **MICE** (10 marks)

END OF EXAM PAPER