



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION

(TAKE HOME)

SEMESTER II

SESSION 2019/2020

COURSE NAME : PROFESSIONAL DEVELOPMENT IN
HOSPITALITY

COURSE CODE : BBP 17503

PROGRAMME CODE : BBC

EXAMINATION DATE : JULY 2020

DURATION : 24 HOURS

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

INSTRUCTION

This take-home exam will require you to answer all two questions below. We believe that if you write in a clear and concise manner, you will be able to respond fully for a total of 7-8 pages, double spaced. However, your response may not exceed a maximum of 8 pages total for all questions combined. End references will not count towards the page limit. In order to facilitate blind grading of the exams, do not put your name anywhere on your exam. Instead, you should put your student ID number in the upper left hand corner.

Note that this exam is to be completed independently, **without** discussion with other students or individuals within or outside the class. Please limit your sources and references to class materials only (i.e. anything that has appeared on lecture/section slides, in lecture, or in the weekly readings/textbook). Finally, you should provide references in APA format (6th edition), double space your work, and use 1-inch margins (all around) with 12-point serif typeface (e.g. Times New Roman). Make sure to cite all of your sources, whether they be in the readings or from lecture.

Grading Guidelines

Below are grading guidelines used to assess the short essays. These do not comprise a formal rubric. Rather, these are core essay elements that we keep in mind when grading essays.

1. Technical Elements

- a. Clarity of writing: Well-developed essays are clear and can be followed with ease. They use an appropriate level of technical language.

- b. Mechanics & APA formatting: Well-developed essays have no (or minimal) errors in APA formatting, spelling, punctuation, or grammar. They conform to the guidelines laid out in the assignment instructions (e.g. page limits).

2. Substantive Elements

- a. Well-developed essays have a well-articulated statement that is relevant to the assignment (for example, the answer to the question is stated unambiguously).
- b. Well-developed essays build a logical and relevant argument. They use supporting evidence from the readings to support key assertions in their argument.
- c. Well-developed essays present original, measured, concrete, and compelling ideas. They make accurate use of supporting and/or course materials and ideas. They integrate and synthesize information across lectures. They show good understanding of concept and correct use of terminology and necessary elaboration.

Question No 1

Mr. Mazlan is working as a Human Resource Manager in one of the international hotel in Kuala Lumpur. As a professional working career staff in hospitality, he always project a good image in managing the staff at all level and practised good interpersonal communication skills.

Design a whole package of professional attributes that Mr. Mazlan should posses in coordinating human resources activities such as employment, staff relations, client relations, benefits, training and employee services.

(20 marks)

Question No 2

Recognizing the importance of culture in the business world is an important step towards success in any marketplace. As a business owner in a catering industry, your responsibility is to adapt and stay ahead of your competitors and remain relevant in the minds of your customers. Seeing this, the positive workplace culture will improves professional teamwork, increases productivity and efficiency and enhances retention.

- a. Analyse each positive workplace culture that can be adapted in your catering business name idea.

(20 marks)

- b. Provide an example of your business culture statement which explain clearly the interaction between management, employees and clients.

(20 marks)

- END OF QUESTIONS -