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**UTHM**  
Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
(ONLINE)  
SEMESTER II  
SESSION 2020/2021**

COURSE NAME : INTRODUCTION TO HOSPITALITY  
AND TOURISM

COURSE CODE : BBP 17303

PROGRAMME : BBC

EXAMINATION DATE : JULAI 2021

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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**Q1** “*Look good*, *sound right*” are the terms that related closely to tourism and hospitality industry”. Although the Covid-19 pandemic has hit the world and gives a huge impact on the tourism and hospitality industry in Malaysia, the government and industry players are working closely in encouraging domestic tourism in the country.

a) Identify three (3) government agencies related to tourism and hospitality industry.

(3 marks)

b) List the benefits of tourism and hospitality industry from these two aspects.

(i) Economic Development

(ii) Social Development

(10 marks)

c) Any development of tourism destination in the country, there are five elements must be considered by an investor. Discuss the five elements that influence the success of tourism development project which are visible and visited by domestic and international tourists.

(12 marks)

**Q2** “Food and beverage service sector in Malaysia has not affected seriously in the midst of pandemic Covid – 19. The business of food can still be delivered to customers through food delivery service via online marketing strategy”.

Based on the statement above :

(a) List five (5) criterias of food and beverage.

(5 marks)

(b) Identify ten (10) types of food service in Malaysia.

(10 marks)

(c) Explain factors that contribute to the growth of food caterers in Malaysia.

(10 marks)

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**Q3** a) Explain the types of food service sector below.

- (i) Fast Food Outlet
- (ii) Brand Restaurant

(10 marks)

b) Discuss the use of technology in enhancing the customer service in the food service sector.

- (i) Guest Ordering
- (ii) Guest Payment

(15 marks)

**Q4** “The process of STORING will be carried out immediately after the raw materials being received from the supplier. This is the most important aspect in the food service operation. The function is to make sure that quality of the material is lasting and not easily damaged.”

a) Give four (4) characteristics of Storing Standard.

(4 marks)

b) Explain the different types of Storing :-

- i) Dry Storing 50 F (10 C) – 70 F (21 C)
- ii) Refrigerator Storing 32 F (0 C) – 37 F (3 C)
- iii) Cool Storing (-10 F) (-12 C) – (-15 F) (-9 C)

(9 marks)

c) There are different types of dining room service to be served to the hotel guest. Explain the different types of dining room service below:

- i) Cart Service
- ii) Family Style Service
- iii) Buffet Service
- iv) Banquet Service

(12 marks)

**-END OF QUESTIONS-**

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