



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2022/2023**

- COURSE NAME : INTRODUCTION TO HOSPITALITY AND TOURISM
- COURSE CODE : BBP 17303
- PROGRAMME CODE : BBC
- EXAMINATION DATE : JULY / AUGUST 2023
- DURATION : 3 HOURS
- INSTRUCTION : 1.ANSWER ALL QUESTIONS.
- 2.THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSE BOOK**.
- 3.STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSE BOOK.

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

**PART A
TRUE OR FALSE**

- Q1** A place to sleep for one or more is called travel.
- Q2** Hotel offers extensive meeting and function space including large ballrooms and an exhibitions area.
- Q3** Any activities that people do for rest, relaxation, and enjoyment are called recreation.
- Q4** Interdependency between various segments of the hospitality industry means that each segment depends on others for business.
- Q5** WTO stands for Worldwide Tourism Organization.
- Q6** Self-operators are companies that operate their own foodservice operations.
- Q7** The room service's main role is to provide service and clean bedrooms daily.
- Q8** Tour operators act in the same capacity as travel agents.
- Q9** There is a direct relationship between recreation and leisure.
- Q10** Langkawi is popular for its free-duty zone as an attraction.
- Q11** Pineapple has been internationally recognized as a symbol of hospitality and a sign of wealth, excitement and well-known.
- Q12** Segment of hospitality and tourism industry namely restaurant and managed service, travel, lodging, and recreation.
- Q13** One of the trends in the restaurant business is environmental responsibility.
- Q14** Chain restaurants are a small group of restaurants that work together.
- Q15** The cost of food prepared for and consumed by guests is called food cost.
- Q16** Foodservice at colleges and universities mainly serves current students but also for meetings.
- Q17** The concierge is a uniformed employee of the hotel who has his or her own separate desk.
- Q18** The room division department consists of the front office and reservation.

Q19 Spas are now popular features of many hotels for treatment, relaxation, and machines.

Q20 Catering excludes a variety of occasions when people may eat at varying times.

(20 marks)

**PART B
ESSAY**

Q21 (a) Write the definition of restaurant that use in French word.

(2 marks)

(b) There are four types of foodservice operation systems; conventional, centralized, ready-prepared, and commissary. State the definition of each type.

(8 marks)

(c) The key to the success of quick service is simplicity. Distinguish **five (5)** factors that make quick service operations different from others.

(10 marks)

Q22 “Food and beverage service sector in Malaysia contributes a great deal to the economy. This sector has grown tremendously in Malaysia.” Based on this statement:

(a) List **four (4)** international restaurant operations which are popular in Malaysia lately.

(4 marks)

(b) Identify **four (4)** local restaurants that offer “Menu Rahmah”.

(4 marks)

(c) Compare the processes that involve the operation namely, purchasing, receiving, and storing.

(12 marks)

Q23 (a) State **three (3)** advertising channels that are used in today’s competitive market.

(3 marks)

(b) Explain the term “promotional merchandise” and give an example.

(5 marks)

(c) Discuss 4 P’s of the marketing mix in foodservice competition in Malaysia.

(12 marks)

TERBUKA

Q24 The foodservice industry was consistently growing as many people were eating more meals away from home. As the industry player, examine the issues and challenges of the foodservice industry in Malaysia.

(20 marks)

- END OF QUESTIONS -