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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2023/2024

- COURSE NAME : INTRODUCTION TO HOSPITALITY AND TOURISM
- COURSE CODE : BBP 17303
- PROGRAMME CODE : BBC
- EXAMINATION DATE : JULY 2024
- DURATION : 3 HOURS
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA
 - Open book
 - Closed book
 3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES

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PART A

Answer All Questions.

- Q1** People travel for many reasons. A trip away from home might be for following reasons except...
- (a) vacation;
 - (b) to attend a conference;
 - (c) a visit to bank;
 - (d) to visit colleagues
- Q2** Which foodservice system best described of the following situation?
- (i) Foods are prepared on site;
 - (ii) Improved nutrient retention;
 - (iii) Need large cold storage & freezer units;
 - (iv) More effective use of labor in selected situation.
- (a) Conventional
 - (b) Ready-prepared
 - (c) Commissary
 - (d) Assembly/serve
- Q3** Success in the hospitality industry requires a blend of technical skills, soft skills, and a passion for service. What are those skills?
- (a) Customer service, communication, problem solving
 - (b) Customer service, customer loyalty, marketing
 - (c) Problem solving, discounts, customer loyalty
 - (d) Problem solving, databases, products
- Q4** Before attempting to develop a final design, foodservice managers need to study trends that affect foodservice design. What is the trend affecting foodservice design?
- (a) Policy factors
 - (b) Desire menu items.
 - (c) Concern for customers
 - (d) Changing in patterns of cuisine

- Q5** What is business with the primary goal of preparing and selling food to make money?
- (a) Catering
 - (b) Commercial
 - (c) Non-commercial
 - (d) Contract foodservice
- Q6** What are the scope of hospitality and tourism industries?
- (a) Travel, lodging, assembly serve, restaurant, and managed service
 - (b) Travel, lodging, event management, restaurant, and managed service
 - (c) Travel, lodging, assembly and event management, restaurants, and recreation
 - (d) Travel, lodging, event management, restaurant, and recreation
- Q7** What is table d'hote menus?
- (a) List the items "of the day".
 - (a) This menu offers items that individually priced.
 - (b) Offer a selection of one or more items individually.
 - (c) Offer a selection of one or more items at fixed price.
- Q8** One of the careers in hospitality and tourism industry is travel agent. What does they do?
- (a) Plans and executes corporate events, trade shows, and exhibitions.
 - (b) Assists clients in planning and booking travel arrangements.
 - (c) Oversees staff, customer service, and overall guest satisfaction.
 - (d) Focuses on creating memorable experiences for visitors.
- Q9** Fast food has been designed to ...
- (a) be eaten freshly.
 - (b) be eaten as mouthful food.
 - (c) often does not require traditional cutlery.
 - (d) often require more preparation time.

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- Q10** What is SWOT Analysis?
- (a) Strengths, weaknesses, opportunities, and treats.
 - (b) Opportunities and threats developed to reduce cost.
 - (c) Strengths and weaknesses are the internal factor a restaurant can control.
 - (d) It enables the restaurant's investor to evaluate how the restaurant is performing in the competitive market.
- Q11** Corporate philosophy embraces these values of the organization. What are the values?
- (a) Ethics, morals, fairness, and equality.
 - (a) Ethics, morals, opportunities, and wealth.
 - (b) Morals, friendliness, wealth, and equality.
 - (c) Opportunities, morals, equality, and integrity.
- Q12** Giving a great of service is very difficult task in our industry because _____.
- (a) the nature of our industry that is intangible.
 - (b) not give enough priority to training on how to provide service.
 - (c) the management put more pressure on marketing staffs.
 - (d) changes trends in dining out.
- Q13** The key to equipment needs in facility design is _____.
- (a) the staffs.
 - (b) the service.
 - (c) the menu.
 - (d) the location.
- Q14** Who in charge of a hotel kitchen?
- (a) Manager
 - (b) Sous chef
 - (c) Executive chef
 - (d) Service manager

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- Q15** Planning, organizing, and producing food for a consistency are no easy tasks. Which of the following is the most important part of the kitchen layout?
- (a) Check in counter
 - (b) Cooking line
 - (c) Equipment line
 - (d) Point-of-sales
- Q16** Restaurant manager is generally responsible for the following except _____ .
- (a) hiring, training, and developing employees.
 - (b) setting and maintaining quality standard.
 - (c) exceeding guest service expectations.
 - (d) financial.
- Q17** Financial manager is responsible for _____ .
- (a) accounting and cost control.
 - (b) accounting and coordinating.
 - (c) accounting and scheduling.
 - (d) accounting and supervision.
- Q18** What is managed service in hospitality industry?
- (a) It focused more on individual values.
 - (b) It consists of foodservice and related operations.
 - (c) Provides travellers with an alternative.
 - (d) Provides time free from work.
- Q19** Best describe for casual dining is _____ .
- (a) offer ready-to-eat food along with decoration.
 - (b) counter service with more casual atmosphere.
 - (c) table service along with casual atmosphere and moderate prices.
 - (d) table service with a simple menu and a low price.

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Q20 Which of the following are not National Park in Malaysia?

- (a) Taman Negara Endau-Rompin
- (b) Penang National Park
- (c) Tanjung Mulu National Park
- (d) Tanjung Datu National Park

PART B

Answer All Questions.

Q21 There are several functions in foodservice operation which are purchasing, receiving, storage, inventory, production, and service. These functions play a crucial role in ensuring smooth and efficient service.

- (a) Identify methods of buying.
(3 marks)
- (b) Briefly explain the five (5) key steps in the receiving process.
(5 marks)
- (c) The proper storage of food immediately after it has been received and checked is vital. Differentiate two (2) type of storage available in foodservice operations.
(12 marks)

Q22 After the individual worker has been properly introduced to the job, the employee still needs to be thoroughly trained.

- (a) State a term that use in managerial function of matching requirements of tasks to be performed with the people available to do the work.
(2 marks)
- (b) What are three (3) training available in foodservice industry?
(6 marks)
- (c) Discuss on-the-job training and the objectives of this program.
(12 marks)

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Q23 Marketing has been an essential function of commercial foodservice operation for a long time.

(a) Define these terms:

(i) Marketing in foodservice

(2 marks)

(ii) Target market

(2 marks)

(b) List down five (4) common marketing mistakes.

(4 marks)

(c) Examine with example three (3) concepts of marketing for foodservice operations.

(12 marks)

Q24 Tourism and hospitality industry is considered one of the key resources in the development of modern societies. Thus, it promotes economic development and improves societal well-being.

(a) What is Malaysia slogan for tourism?

(2 marks)

(b) List two (2) agencies that deal with tourism and hospitality industry.

(2 marks)

(c) Briefly describe two (2) global current issues in tourism industry.

(6 marks)

(d) The hospitality industry is facing several challenges related to the cost of living crisis. Discuss any two (2) challenges with examples.

(10 marks)

- END OF QUESTIONS -

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