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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION

(TAKE HOME)

SEMESTER II

SESSION 2019/2020

COURSE NAME : INTRODUCTION TO
HOSPITALITY AND TOURISM

COURSE CODE : BBP 17303

PROGRAMME CODE : BBC

EXAMINATION DATE : JULY 2020

DURATION : 24 HOURS

THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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TERBUKA

This take-home exam will require you to answer question 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.

Tourism and Hospitality is said to be a human oriented industry, from people to people and through people. Every component that related directly and indirectly to visitors or tourists visiting our country is classified as human-driven service. The movement of international tourists from one place to another for the purpose of experiencing their vacation in our country will be assisted by many tourism players such as transporters, tourist guiders, retailiers and hoteliers. They will perform professionally in delivering the service just to satisfy all the needs and wants of their clients. One of the most important component is food. For recent years, fast food sector has become one of the major food choices for most of the citizen and foreign visitors in Malayisa The fast food franchising sector takes up about 32% which represent a total of 6,000 fast food outlets in Malaysia in 2019. Specifically, your study should examine on fast food service operation as follows:

QUESTION 1

List standards and procedures in handling food to be served to the tourists

(10 marks)

QUESTION 2

Explain methods in delivering food to the guests

(10 marks)

QUESTION 3

Discuss food service facilities

(15 marks)

QUESTION 4

Draw and list food service organisational structure

(10 marks)

QUESTION 5

Design a complete set of job and its function associated in fast food service industry

(15 marks)

END OF QUESTIONS