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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME	:	DEVELOPMENT OF PROFESSIONALISM IN HOSPITALITY
COURSE CODE	:	BBP 17503
PROGRAMME CODE	:	BBC
EXAMINATION DATE	:	JULY 2021
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER ALL QUESTIONS

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

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Q1 “Tourism and hospitality industry need more professional and dedicated workforce with interpersonal and intrapersonal skills in managing customer service”. This statement shows that these two skills are very important to an individual in his or her career development.

(a) Explain the meaning and give example of:

- i) Interpersonal skill
- ii) Intrapersonal skill

(10 marks)

(b) Discuss the elements of interpersonal communication and give the example base on tourism and hospitality industry.

(15 marks)

Q2 (a) Briefly explain the definition of communication and state the types of communication.

(5 marks)

(b) Secawan Kopitiam got complaints from customers because the staff not communicate well while taking order. As a manager, you need to explain the staff of good verbal communication to the customers. Describe the good verbal communication while taking order to the customers.

(10 marks)

(c) Discuss the terms listening and hearing. Elaborate the skills to improve good listening in communication in hospitality industry.

(10 marks)

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- Q3** (a) Define the term meeting in hospitality industry and state the types of meeting.
(5 marks)
- (b) Assuming you are a new Manager of Megah Holding. You will conduct first meeting of your company. Briefly explain the effective meeting for your company.
(10 marks)
- (c) Leadership, like the concept of management, means different things to different people ranging from being the first to initiate a change to inspiring bravery on the battlefield. Describe the differentiations between of manager and leader in terms of personality, relationship, place in organization power and goal.
(10 marks)
- Q4** “Assuming you are the manager of Human Resource Department of Mari-mari Hotel at Batu Pahat. As a human resource manager, you need to recruit new staffs for the customer service section. Personal grooming is one of the criteria in the recruitment process”.
- (a) Define personal grooming in hospitality industry.
(5 marks)
- (b) Briefly explain the criteria of personal grooming to recruit new staffs for the customer service section.
(10 marks)
- (c) As a new recruitment staff, elaborate the qualities personal grooming that you should have at Mari-mari Hotel.
(10 marks)

- END OF QUESTIONS -

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