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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2018/2019**

COURSE NAME : PROFESSIONAL DEVELOPMENT IN  
HOSPITALITY

COURSE CODE : BBP 17503

PROGRAMME CODE : BBC

EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTION

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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**Q1** According to Patricia Dorch, “Career Success begins with Professionalism.” This statement shows, professionalism is the vital indicator for a successful career.

(i) Define the term professionalism with reference to a career in hospitality.

(3 marks)

(ii) Give (eight) factors that professionalism in the workplace is highly needed.

(8 marks)

(iii) You are working as a supervisor in one of the bakery and confectionary shop. Explain four guidelines to become a professional supervisor respected by your subordinates.

(14 marks)

**Q2** “Professionalism in Tourism and Hospitality industry emphasises professional communication in service delivery to customers. The heart of excellent customer service is in effective communication”

(i) Give (two) types of professional communication.

(2 marks)

(ii) List down (four) factors from each types of professional communication.

(8 marks)

(iii) Explain (five) benefits of effective communication in tourism and hospitality industry.

(15 marks)

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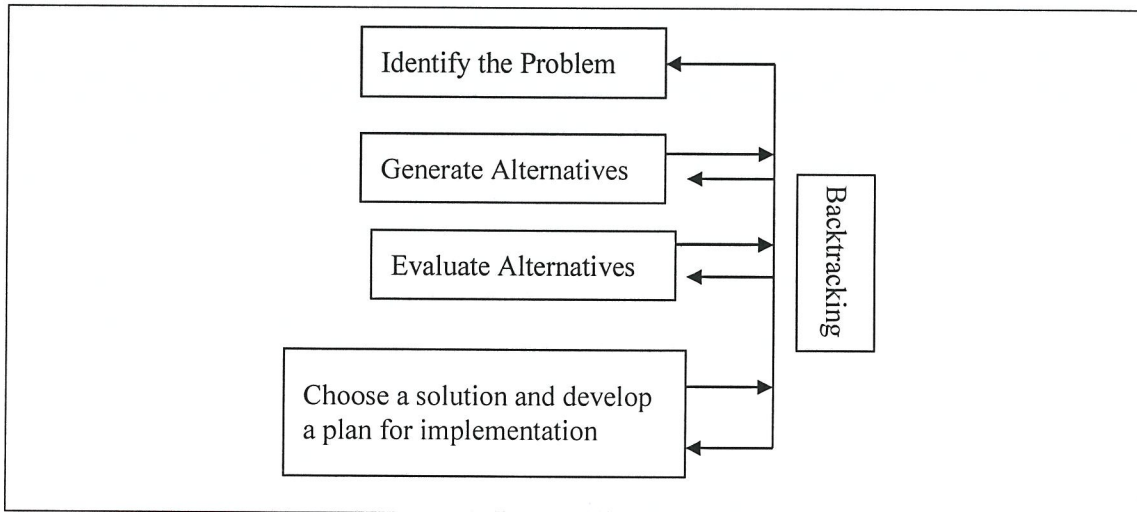
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**Q3** Mr. Mohd Danial is working as a customer service executive in one of the leading international company in Kuala Lumpur. It is important for him to project a good image for his personal grooming in hospitality career.

- (i) Define personal grooming in hospitality industry. (3 marks)
- (ii) Name (ten) personal qualities that should be with new staff working in hospitality industry (10 marks)
- (iii) For the new employee working in the hospitality and tourism sector, explain each skill below in career development (12 marks)
  - a) Intellectual skill
  - b) Professional skill
  - c) Personal skill

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**Q4** You have been selected as a principle of Parit Raja Secondary School. After six months holding the post, you have been encountered a serious conflict between History and English teachers and this has led to a big quarrel between them. As a professional principle of the school you have to take action in solving the matter. Figure Q4 below is the problem solving model. Explain the steps that you should take by using the model in order to solve this conflict and creating a good harmony among teachers.



**Figure Q4 Four Steps Problem Solving Model**

(25 marks)

**- END OF QUESTION -**

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