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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : INTRODUCTION TO HOSPITALITY
AND TOURISM

COURSE CODE : BBP 17303

PROGRAMME : BBC

EXAMINATION DATE : JUNE / JULY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

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Q1 “Malaysia is so fortunate to have a diversity in culture, arts and ethnicity which gives its strength and known to the world as a harmonious multiracial country under the brand of 'Malaysia Truly Asia'. Thus, the vision of Ministry of Tourism and Culture is to develop Malaysia as a tourism destination country of the world in conjunction with ‘Visit Malaysia year 2020’”.

(i) State five (5) reasons why tourism and hospitality industry is important to Malaysia.

(5 marks)

(ii) Identify and explain briefly five (5) characteristics of hospitality industry.

(10 marks)

(iii) Explain each item below pertaining to the development of a career in tourism and hospitality.

a) Opportunities

(5 marks)

b) Challenges

(5 marks)

Q2 “Food and beverage service operation involves a multitude of activities which engage by the professional staffs in producing and delivering with quality food service as measured by customer expectation, effective and efficient usage of resources”.

(i) There are different types of dining room service provided to the guest. Describe the types of dining room service below:

- a) Cart Service
- b) Family Style Service
- c) Buffet Service
- d) Banquet Service
- e) Eastern Service

(10 marks)

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(ii) Explain briefly these process below:

- a) Purchasing
- b) Receiving
- c) Storing

(15 marks)

Q3 “Food and beverage service organisation has grown tremendously in Malaysia. The structure is aimed to determine the job division, task and responsibility and communication channel”. One example of food and beverage service organization is restaurant.

(i) Name five (5) local restaurants which are popular and expanding in Malaysia.

(5 marks)

(ii) Name (five) international restaurants operation which are popular in Malaysia.

(5 marks)

(iii) List the job descriptions for each position below :

- a) Restaurant Manager
- b) Captain Waiter
- c) Busboy (Commis de Rang)

(15 marks)

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Q4 “ In any development of tourism destination in the country, the accommodation is the most important component in tourism and hospitality sector. One of the most rapidly growing accommodation is hotel properties”.

(i) From the above statement, explain each classification of hotel properties

- a) Hotel classified by price
- b) Hotel classified by function
- c) Hotel classified by location

(15 marks)

(ii) Differentiate between:

- a) Bed and Breakfast Inn
- b) Boutique Hotel

(10 marks)

- END OF QUESTIONS -

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