

**CONFIDENTIAL**



**UTHM**

Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER 2  
SESSION 2018/2019**

COURSE NAME : PROFESSIONAL DEVELOPMENT IN  
HOSPITALITY

COURSE CODE : BBP 17503

PROGRAMME CODE : BBC

EXAMINATION DATE : 2018 / 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER **FOUR** QUESTION

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

**TERBUKA**

**CONFIDENTIAL**

# CONFIDENTIAL

BBP 17503

- Q1**
- (i) What is the different between listening and hearing (4 marks)
  - (ii) Gives (four) types of listening skills (4 marks)
  - (iii) Indentify (five) barriers to effective listening skills (5 marks)
  - (iv) Explain (six) ways to improve listening skills (12 marks)

- Q2** “A healthy work culture leads to satisfied employees and an increased productivity of an organisation”.

Discuss the positive characteristics of a healthy work culture in any hospitality organisation.

(25 marks)

- Q3** “Mr. Ahmad is a sales executive officer working in a 5 stars hotel in Kuala Lumpur. His potential customer from Alliance Insurance Group of company meets Mr Ahmad in negotiating the best package price for a big company event which will be held in a banquet hall. Mr Ahmad is said negotiating his customer in a very professional manner”.

- (i) Give (seven) factors in influencing potential customer to reach an agreement (7 marks)

- (ii) What are the (four) basic points of principled negotiation. (8 marks)

- (iii) List down the (five) do's and don'ts when negotiating with other party to produce “win-win situation”.

(10 marks)

**TERBUKA**

## CONFIDENTIAL

BBP 17503

**Q4** Discuss by giving examples the essential characteristics below which all professional teachers should possess when serving in any public or private learning institution.

- (i) Honesty
- (ii) Reliable
- (iii) Cooperative
- (iv) Commitment
- (v) Consideration

(25 marks)

**Q5** “Mr. Mohammad Ashraf is working as a customer service executive in one of the leading international company in Kuala Lumpur. He always project a good image and high quality for his best performance as a professional working career staff in hospitality”.

- (i) Define professionalism in the hospitality workplace  
(5 marks)
- (ii) Name (ten) personal qualities that should be with any staff working in hospitality industry  
(10 marks)
- (iii) Explain briefly (five) steps in your preparation for professional presentation  
(10 marks)

**TERBUKA**

# CONFIDENTIAL

BBP 17503

**Q6** “You are being appointed as a principal in one of the secondary school in Muar, Johore. Every two weeks, you chair the official management meeting of the school to discuss about administration and issues related to academic and non-academic performance”.

(i) Define the terms below:

- a) Official Meeting
- b) Conference

(4 marks)

(ii) Explain the steps taken from each action below to run an effective professional meeting.

- a) Start of the meeting
- b) During the meeting
- c) End of the meeting

(21 marks)

- END OF QUESTION -

**TERBUKA**