VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK
ANGOL NYELVEN
BASICS OF TOURISM AND CATERING
2007. május 25. 8:00
KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA
STANDARD LEVEL WRITTEN EXAMINATION

Az írásbeli vizsga időtartama: 180 perc
Duration of the written examination: 180 minutes

POTLAPOK SZÁMA
Number of additional pages
Tisztázati/ Final copy
Piszkozati/ Drafts

OKTATÁSI ÉS KULTURálIS MINISZTériUM
MINISTRY OF EDUCATION AND CULTURE
Important Information

Dear examinees,

This written examination comprises 3 different parts, which are designed to measure your knowledge in the following areas: The basics of catering and tourism, the basics of hotel management, and the basics of marketing. The questions are not linked together, you may answer them in any order you prefer. We recommend that you read through the exam before answering the questions and begin by answering the questions that easiest for you.

To make sure that your exam is acceptable, we suggest that you pay attention to the following:

- You may only work within the 2.5 cm margins on the individual test pages, do not write outside the provided space!
- The last (back cover page) is reserved for evaluation; please do not write on that page!
- In some of the questions we expect you to put down examples and typical characteristics. With regard to this type of question, please make sure that you read carefully how many of these examples, characteristics the question asks for, as no additional points may be awarded even, if you list more items that expected. On the other hand, in some questions points will be deducted, if incorrect answers are underlined (in questions requiring underlining).
- In some of the questions, we expect you to justify your answers. We kindly ask you to stick to what is relevant and to try and summarize your thoughts on the provided dotted lines.

Please, make sure you observe the following rules, when answering the questions of this exam:

1. You may not use any additional aids; materials to answer the questions (e.g. course book, exercise book, etc.).
   Brining mobile phones into the examination room is strictly prohibited, even if turned off. If these rules broken, the supervising teacher, will automatically take your test sheet away.

2. Answers written in pencil will not be accepted.

3. With respect to correcting your answers, please, make sure that you indicate which of your answers you want evaluated. If your corrections are unclear, you will not score any points for the question at hand.

4. Using prohibited aids during the exam, will result in your suspension from the exam.

Please, make sure you write in a legible manner and provide an easy-to-follow layout for your answers.

Good luck!
Basics of Catering and Tourism

1. Define the following concepts briefly: $3 \times 2 = 6$ points

Basic needs: ..................................................................................................................................
......................................................................................................................................................

Supply: ........................................................................................................................................
......................................................................................................................................................

Catering: .......................................................................................................................................
......................................................................................................................................................

2. Complete the following definitions: $3 \times 1 = 3$ points

............................................................................: The totality of all facilities and services making the
attraction of tourists possible, ensuring the accessibility thereof as well as the conditions
necessary for the stay..

............................................................................: Are the individuals, who are spending a temporary stay—over
24 hours—in a visited country without wishing to work or settle down permanently there.

The purpose of ........................................... is to transform raw materials, semi-finished
products into consumer-ready products.

3. Write two domestic examples for each term. $6 \times 0.5 = 3$ points

- Architectural monument: .......................................................................................................
- Mode of service: .......................................................................................................................
- Comfort services: ...............................................................................................................

4. Which type of catering facility are the following definitions typical of? Write your answer
on the dotted line. $3$ points

- Catering facility with long-standing traditions
- Used to have an important role in society (political role)
- Newspapers could be read there
- Offered hot dishes at the time of main meals.

..............................................................
5. Which tourism-related terms are defined by the following definition? 2 points

At least two of travel-related services (transport, lodging, catering, and programmes) are sold jointly (as a unit).

6. Define the following terms in a couple words: 3*2 = 6 points

- A’la carte: .................................................................
- All inclusive: .................................................................
- Party service: .................................................................

7. Explain in at least three sentences what economic competition is and why it is significant. 6 points

8. List five of the current catering facility types 5*1 = 5 points

1. .................................................................
2. .................................................................
3. .................................................................
4. .................................................................
5. .................................................................

Basics of Hotel Management

1. Complete the following definition: 4*1 = 4 points

“The hotel has at least 10 rooms and more than ….. % of them are …….. and the hotel complies with the requirements of the ………………. hotel category”. 
2. Put the following jobs into the areas of work they belong to.  

Jobs: main porter, person in charge of taking orders, room booking manager, hostess, cashier, porter, bellboy, room manager, valet, main cashier, exchange officer, boy

Work areas:
   a) Reception: ..........................................................................................................................
   ..................................................................................................................................................
   b) Port: ....................................................................................................................................
   ..................................................................................................................................................
   c) Cash Office: ........................................................................................................................
   ..................................................................................................................................................

3. Define the following words and abbreviations:  

- Lobby: .....................................................................................................................................
- F&B: ....................................................................................................................................... 
- FOM: ......................................................................................................................................

4. Write on the dotted line the name of the job the responsibilities of which include the following:  

Performs tasks under the direct supervision of the floor manager. These tasks consist mainly of the coordination and monitoring of the work performed by workers under his/her supervision. He/she prepares the daily schedules of the chambermaids and cross-references their reports with the reservation sheet. Reports mini-bar consumption for invoicing.

..............................................................................................................................................

5. Define the following concepts briefly:  

Reservation: ................................................................................................................................
....................................................................................................................................................

Transfer: ....................................................................................................................................
....................................................................................................................................................

Guest cycle: ................................................................................................................................
.....................................................................................................................................................
6. The questions below deal with hotel administration. In each case underline the \textbf{two} answers which you think are correct. \(3 \times 2 = 6\) points

a) Upon arrival of a guest with a reservation the following have to be filled out:
- Registration sheet
- Key card
- Room release sheet

b) Forms falling under strict restrictions (used for purposes of accounting) are usually
- Numbered
- Cannot be corrected
- Registered separately in order to follow where and when they were used

c) The settlement of guest invoices can be accomplished via
- Voucher
- Holiday cheque
- Credit card

7. List which types of lodging qualify as commercial lodging. \(6 \times 0.5 = 3\) points

1. ........................
2. ........................
3. ........................
4. ........................
5. ........................
6. ........................

8. Find the odd one out in the following list (indicate by underlining) and explain your answer. \(1+2 = 3\) points

Private room, garage, serving table, restaurant, white sink, drink bar, confectioner’s shop, breakfast lounge

Explanation: ........................................................................................................................................
.....................................................................................................................................................
Basics of Marketing

1. In the course of the evolution of marketing which phases (eras) can be characterised by the following statements? Write the name of the phase under the statements on the dotted line.  

4*1 = 4 points

• Enterprises considered increasing production their primary task.

………………………………………era

• Demands became differentiated and marketing-oriented market research gained ground.

………………………………………era

• The development of technology created superabundance and the role of sales became primary.

………………………………………era

• Social thinking became more intense and prevalent, more emphasis on environmental protection.

………………………………………era

2. The main goal of marketing communication (market manipulation) is to inform consumers and guests and to convince them to use a particular product or service. List the activities within this field.  

4*1 = 4 points

1. ……………………………

2. ……………………………

3. ……………………………

4. ……………………………
3. Define the following concepts:  \[ 4 \times 2 = 8 \text{ points} \]

Sales channel:

.....................................................................................................................................................
.....................................................................................................................................................

Sales promotion:

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Price differentiation:

.....................................................................................................................................................
.....................................................................................................................................................

Advertising:

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.....................................................................................................................................................

4. The restaurant of a 4* hotel is looking for a waiter. What requirements should the ideal candidate meet? List at least 8 of these for the possible 4 points. Make sure your answer contains both professional and personal traits.

\[ 8 \times 0.5 = 4 \text{ points} \]

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5. Decide, if the following statements are true or false. Circle the correct letter before the statement  \[ 4 \times 1 = 4 \text{ points} \]

T – F 1. The slogan „the consumer is king” belongs to the field of Public Relations.

T– F 2. Marketing is an entrepreneurial behaviour with which an enterprise, business or company can be run in a market-oriented manner, therefore; in accordance with the market.

T– F 3. Observation and interview are primary information, while experimentation is secondary.

T– F 4. The shopping decision is an important phase of the shopping process. In the logical sequence of phases this is preceded only by problem recognition, collection of information and the evaluation of alternatives.
6. What special treatment would you give to a VIP (Very Important Person) guest in a holiday hotel? Give three examples. 

3*1 = 3 points

• ........................................................................................................................................
• ........................................................................................................................................
• ........................................................................................................................................

7. Complete the following definitions: 

6*1 = 6 points

1. The basic information types: primary and ......................... information.

2. The ................................................. fulfils the following functions with respect to information: collection, selection, storage, analysis, processing, conveyance and communication.

3. The ......................... can be divided into various phases. The order of priority of these phases and the corresponding time requirement depends on the characteristics of the product/service to be bought as well as the type of shopping behaviour involved.

4. ................................. are printed, visually stimulating advertising media.

5. Steps of the ................................. sales route: Producer → Retailer → Consumer.

6. The components of ......................... environment are the following: demographical, economic, natural, technological, political-legal and cultural environment
Név: .......................................................... osztály: .....
Vendéglátó-idegenforgalmi
alapismeretek angol nyelven — középszint
Név: .......................................................... osztály: .....
## Basics of Catering and Tourism

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**Points awardable for the topic:** 34

## Basics of Hotel Management

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**Points awardable for the topic:** 33

## Basics of Marketing

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**Points awardable for the topic:** 33

**TOTAL 100**

**Points of written examination 100**

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**Correcting teacher**

Date: .................................

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**Az írásbeli vizsgarész pontszáma** (teszt jellegű feladatok)

**Score for the written exam** (test-type question)

**Elérő pontszám Points scored**

**Programba beírt pontszám Points entered into programme**

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**Javító tanár / Correcting teacher**

Dátum / Date: .................................

**Jegyző / Notary**

Dátum / Date: .................................

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