VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK
ANGOL NYELVEN
THE BASICS OF TOURISM AND CATERING

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA
STANDARD LEVEL WRITTEN BACCALEAURATE

EXAMINATION
JAVITÁSI-ÉRTÉKELÉSI ÚTMUTATÓ
CORRECTION-EVALUATION GUIDE

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
MINISTRY OF EDUCATION AND CULTURE
Basics of Catering and Tourism

1. Define the following concepts briefly: 3*2 = 6 points

Basic needs: The satisfaction of which is indispensable for survival (e.g. food, heating).

Supply: Products and services offered for sale on the market.

Catering: Special commercial activity, in the course of which food and drinks are sold, entertainment and lodging needs are met and services are offered to ensure the utmost comfort of guests.

*With respect to definition questions, other answers with a comparable content are also acceptable. If answers are inaccurate, or insufficient, partial points should be awarded, i.e. 1 point. Correct answers merit 2 points each.*

2. Complete the following definitions: 3*1 = 3 points

Tourist hosting capacity/infrastructure: 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.

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

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

*Each correct completion is worth 1 point. Only these definitions are acceptable.*

3. Write two domestic examples for each term. 6*0.5 = 3 points

- Architectural monument: Fisherman’s Bastion, Parliament, Observatory on János Mountain, etc.
- Mode of service: English, Swiss, Russian, French
- Comfort services: Toilet, cloak room, telephone, etc.

*Other relevant answers should also be accepted. We expect examinees to put down two examples. Additional points may not be given. Partial points may be awarded, as appropriate.*
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.

**Coffee House**

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).

**Travel Package**

*Any of the definitions above are acceptable and merit 2 points.*

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

- A’ la carte: *Method of sales in catering, selecting dishes according to a menu*
- All inclusive: *Guests pay for all services, meals, and sometimes even drinks linked to the travel in advance.*
- Party service: *Firm specializing in the organization of events, with adequate professional background in catering; organizing events at special, unique venues; organizing events via outsourcing.*

*We expect examinees to put down logical, simple answers. We do not expect them to put down the above definition word by word, but their answers need to contain the gist of what is said above. Partial points may be awarded.*

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

*Market mechanisms regulate how demand and supply relate to each other, also encouraging competition. Competition, in turn, encourages businesses to set lower prices forcing them to increase efficiency. The purpose of competition is to avoid monopolistic market scenarios. In developed economies, the state strives to ensure that the conditions of competition are transparent via a number of state authorities.*

*We expect at least three relevant statements worth 2 points each: 1. There are more actors on the supply side of the market, 2. Competition urges them to increase efficiency, which is manifested in prices, which in turn is beneficial for the buyers, 3. The state supervises competition.*
Partial points can be given. If the examinee provides any other relevant statements the correcting teacher may accept them at his/her discretion.

8. List five of the current catering facility types.  

   1. Catering facility serving hot dishes  
   2. Pastry shop  
   3. Bar, wine cellar, liqueur store, pub  
   4. Other catering facilities  
   5. Entertainment facility with music  
   6. Company catering facility  
   7. Disco  

Catering business types are regulated, therefore: answers different than those listed are not acceptable. For each correct answer from those listed 1 point may be awarded, partial points can be given.

Basics of Hotel Management

1. Complete the following definition:  

“The hotel has at least 10 rooms and more than 20% of them are double rooms and the hotel complies with the requirements of the one star hotel category”.

Synonyms for the missing words are also acceptable.

2. Put the following jobs into the areas of work they belong to.  

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

Work areas:  

   a) Reception: Room reservation manager, room manager, person in charge of taking orders  
   b) Port: Main porter, porter, bellboy, valet, boy  
   c) Cash Office: Cash office manager, cashier, exchange officer  

Only these answers are correct, if the Front Office is divided into these three areas. All correct answers merit half a point each. Points should not be deducted for incorrect answers.
3. Define the following words and abbreviations: 3*1 = 3 points

- **F&B**: The catering, food and board division of the hotel
  *In addition to “food and board”, examinees should also mention that this is an important division of the hotel. Any answers that deviate from this definition, but convey the same meaning are acceptable.*

- **Lobby**: Hotel foyer
  *The term ‘hall’ is not acceptable as it is only part of the foyer. The examinee may paraphrase (e.g. the area which the guest enters through the main entrance, the Front Desk is found there…).*

- **FOM**: Front office manager
  *“Head of the Front Office” may also be accepted, but “porter” may not.
  All correct explanations are worth 1 point each.*

4. Write on the dotted line the name of the job the responsibilities of which include the following: 2 points

Performs tasks under the direct supervision of the floor manager. These tasks consist mainly of the coordination and monitoring of the jobs of 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.

**Room supervisor**

*The term ‘housekeeper’ is also acceptable.*

5. Define the following concepts briefly: 3*2 = 6 points

**Reservation**: Room reservation or any other type of reservation of accommodation.

*Paraphrasing is accepted.*

**Transfer**: Guest transportation, usually between the hotel and a transport hub (airport, railway station).

*Students could have learnt that transfer also means free state subsidies in the course of other subjects, however; here that definition is incorrect as it is very rare in the case of hotels.*

**Guest cycle**: The various phases of the relationship between the hotel and the guest: room reservation—arrival, check in—period of stay at the hotel—check out.

*If examinees say that guests return on a regular basis, only definitions approximating the definition above can be accepted. If the answer is ambiguous or only partial, one point should be awarded.*
6. The questions below deal with hotel administration. In each case underline the two answers, which you think are correct. 3*2 = 6 points

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

   *No such form exists, only reception or room supervisor sheets exist, however; guests with reservations are already featured on these sheets.*

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

   *Regular corrections can be made on any form.*

c) The settlement of guest invoices can happen by
   - Voucher
   - Holiday cheque
   - Credit card

   *A voucher is used by the guest to prove that he/she has already paid for the service rendered. Therefore, he/she does not have a corresponding invoice for these services. In this case settlement of charges takes place between the hotel and the travel agency.*

   *Each correct underlining is worth 1 point.*

7. List which types of lodging qualify as commercial lodging. 6*0.5 = 3 points

1. hotel
2. guest house
3. camp site
4. holiday house
5. tourist hostel
6. youth hostel

*As these are regulated by law, other answers are unacceptable. All correct items merit half a point; therefore, partial points may be awarded as well.*
8. Find the odd one out in the following list (indicate by underlining) and explain your answer. \[1+2 = 3 \text{ points}\]

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

Explanation: Garage, because all the other premises are part of the catering facility, whereas the garage belongs to other or ground floor services.

All other logical answers are also acceptable. Selecting the correct item is worth 1 point; correct explanations are worth 2 points.
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.
  
  **Production-oriented** era

- Demands became differentiated and marketing-oriented market research gained ground.
  
  **Consumer-oriented** era

- The development of technology created superabundance and the role of sales became primary.
  
  **Sales-oriented** era

- Social thinking became more intense and prevalent, more emphasis on environmental protection.
  
  **Society-oriented** era

*Only these definitions are acceptable. All correct answers are worth 1 point.*

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. Advertising/advertisement/sales promotion/
2. Incentives/sales promotion
3. Personal Selling
4. Public Relations

*Any of the above definitions is acceptable. In case of partial solutions partial points should be awarded. Only one solution per line can be rated.*

3. Define the following concepts:  

4*2 = 8 points

Sales channel:
The route whereby products and services reach the end-consumer from the producer to.

Sales promotion:
The ensemble of usually short-term promotional tools, the goal of which is to persuade guests to consume faster and more, as well as to use various services. By offering certain
advantages they influence the consumer and the sales network to buy in larger quantities.

Price differentiation:
The same product is sold to various segments at different prices due to certain price policy considerations/Differentiating pricing.

Advertising:
A series of steps without personal involvement providing information to prospective guests about supply and trying to persuade them about the advantageous nature of the said supply, while at the same time bridging the gap between supply and demand.

Obviously, we do not expect examinees to regurgitate these answers word by word. If the examinee managed to include the gist of the answers, then 2 points should be awarded. For incomplete definitions partial points (1 point) may be awarded as appropriate. Points must be awarded, if the examinee puts down definitions they used in other subjects.

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*0.5 = 4 points

Professional knowledge, business knowledge, language skills, good communication skills, common knowledge, politeness/good manners, good appearance, tidiness, good memory, ability to work in a team, dynamism, special requirements, etc.

The maximum four points should only be given, if at least two professional requirements are listed. The question is very easy to answer, so this requirement should be observed by all means. All correct answers are worth 0.5 points. The above list is not exhaustive; other answers can be accepted at the discretion of the correcting teacher.

5. Decide if the following statements are true or false. Circle the correct letter preceding the statement.

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-orientated 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.
Decisions do not have to be explained, if items are circled correctly, one point should be awarded. The first definition is incorrect; the quoted slogan is the slogan of the consumer-oriented marketing era. The third statement is false because experimentation is also primary information.

6. What special treatment would you give to a VIP (Very Important Person) guest in a holiday hotel? Give three examples.

Welcome packet: Flowers, sweets, favourite drink
He/she is personally greeted by the hotel manager: Welcome drink, lunch together paid for by the hotel
Special treatment

Three points should be awarded, if the examinee lists three different possibilities. Other answers may only be accepted as deemed appropriate by the teacher in question. The variety of special treatment a VIP guest can receive usually has nothing to do with the hotel type.

7. Complete the following definitions:

1. The basic information types: primary and secondary/collected for other purposes information.

2. The marketing information-system/information system fulfils the following functions with respect to information: collection, selection, storage, analysis, procession, conveyance and communication.

3. The shopping process/shopping decision-making 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. Prospectuses/flyers/catalogues/maps/travel guides are printed, visually stimulating advertising media.

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

6. The components of the macro/external environment are the following: demographical, economic, natural, technological, political-legal and cultural environment.

All correct answers are worth 1 point. The alternatives—if any—are indicated in the answers. Synonyms must be accepted!