VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
IMPORTANT INFORMATION

The number of final score can only be a whole number. If the point given for a section is not a whole number, rounding happens according to mathematical rules (round up above five tenths, and down below five tenths).

Changes in the law after 1 January 2009 do not have to be taken into consideration.

No additional points may be awarded in any of the exercises.
Basics of Catering and Tourism

1. **Define** the following **concepts** briefly: (3×2) 6 points

   - **Travel package**: a service that is a pre-determined combination of at least two services related to personal transportation, accommodation or other tourism-related services; the price offered contains the combined fees for all included services; the services usually cover periods longer than 24 hours or include night accommodations.

   - **Time-share tourism**: the beneficiary uses a property for holiday purposes in specified periods each year within the framework of a joint property use agreement valid for a pre-determined period (usually 30-99 years).

   - **Hungaricum**: outstanding and typical Hungarian products, which provides added appeal in tourism – e.g. Szeged paprika, Halas lace.

   Two points per concept can be awarded for comprehensive definitions. Naturally, partial points can be awarded for incomplete solutions – e.g. if the student writes only one example for hungarikum (and does not define its meaning) then 0.5 point can be awarded.

2. **Complete** the following definitions with the appropriate word(s). (4×1) 4 points

   - Beverages and meals to be served at breakfast and afternoon tea are typically prepared in the **coffee kitchen** (usually in hotels).

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

   - The merchant/operator/entrepreneur has to submit his/her request for an operating permit to the **notary/municipality** of the settlement where the location of the facility can be found.

   - **Storing until served** is a finishing process whose purpose is to keep products under adequate circumstances (warm, cold, frozen, room temperature) until serving so that they would not deteriorate or suffer any harm.

   Where multiple terms are listed (separated with the “/” sign) any of the answers listed can be accepted, but points (1 point) can be awarded for only one of them per definition. Naturally partial points can also be awarded.

3. Give **three examples for each** of the following: (2×3×0,5) 3 points

   - **Music club**: night club, cabaret, American bar, dance bar, disco.

   - **Global Distribution System**: Galileo, Sabre, Amadeus, Worldspan etc.

   0.5-0.5 points can be awarded per example for each term. No additional points can be awarded for several correct solutions.
4. Find the **odd one out** in the following list (indicate by underlining) and explain your answer. (2×1+1/) 4 points

- csárda
- inn
- restaurant
- **workplace canteen**

Explanation: the **workplace canteen** is a business type that belongs to the category of **closed catering**, while the others belong to the category of **open clientele catering**.

Also acceptable: the three other choices are all catering facilities serving warm dishes.

- decoration
- **waste transportation**
- stored until served
- serving

Explanation: **waste transportation** belongs to the complementary processes of production, **while the others belong to the finishing processes of production**.

All correct answers and explanations are worth 1 points each.

5. Explain the following **professional terms**. (3×2) 6 points

- **Senior tourism:** refers to travels of the elderly (“third generation”) taking into account the special needs of this age group.
- **Vegetable-washer:** a vegetable preparation area used in the case of a finishing kitchen.
- **Inventory:** a report concerning the assets of the enterprise, which shows in detail the quantity and value of the business association’s assets at a specific time.

Also acceptable as a definition of inventory: a statement of the stock of materials and objects in terms of quantity and value.

Answers do not have to match the above word for word, but their contents have to contain the essence of the definition.

Definitions are worth 2 points each. Partial points may also be awarded at the correcting teacher’s discretion if answers are incomplete or imprecise.

6. Describe in 4-5 sentences the process and tasks of **storage activity**. 6 points

**Storage is the safekeeping (storing) of tools and materials in a safe location, in an environment that will not cause changes in either the quality, or the quantity of the items. Specialised storage is the activity where various goods and raw materials are stored according to their specific nature and qualities; at specific temperatures and humidity and in specific positions and places (e.g. meats in the freezer, wines in the cellar, canned goods on the shelves, etc.). The main task of storage is joining procurement and production (or in certain cases the joining of procurement and sales) in time.** Storage activity is performed in various spaces and rooms; in food (dry goods), drink or wine, bulk, equipment, textile, furniture, technical material, waste, etc. storage areas and warehouses.
The process of storage:
- the quantitative and qualitative takeover of goods,
- the specialised storage of goods,
- the protection and preservation of quality,
- the handover of goods to the producer.

Students can acquire the maximum 6 points with 6 correct statements. Answers that are different from the above examples but correct in terms of meaning must be accepted.

7. How can the catering documents be grouped according to nature/subject? List five of these with an example listed for each one. (5×2×0,5) 5 points

1. Payroll documents – e.g. attendance sheet, documents certifying absences, overtime certificates, individual payroll sheets, payrolls, etc.
2. Documents of tools and materials – e.g. registration sheets, relocation tickets, vouchers of changes of stock, bills of deliveries
3. Documents of automatic data processing – e.g. code-system registries, documents of changes, mechanical programs, cumulative tables of mechanical data carriers and automatic data processing
4. Interior accounting documents – e.g. analytic accounting consignments, statements, consignment bills, correction documents (cancellation, documents of correcting items), general ledger statements, preliminary balance sheets, closing statements (e.g. balance sheets)
5. Inventory documents – e.g. stock-taking forms, aggregate inventories, documents and records of inventory shortages/surplus, records of asset disposal, documents related to damage claim proceedings.
6. Cash flow documents – e.g. till inward and outward payment vouchers, till books, bank records, tax forms, tax returns, accounting vouchers
7. Accounting documents – e.g. outgoing invoices, receipts, incoming invoices, credit/charge/reconciliation letters related to buyers/suppliers

Any 5 of the above list is acceptable with any one of the mentioned examples. Each group is worth 0.5 points, and each example is worth 0.5 points. Partial points can be given, but no additional points can be awarded.
Basics of Hotel Management

1. Indicate in the squares in front of the statements below whether they are **true (T)** or **false (F)**. Only provide brief explanations for the statements that are false. **(5×1) 5 points**

- In order to make a more efficient use of a hotel event-hall, moveable walls are often being used. **(True)** Explanation: *The statement is true and does not need to be explained.*

- The classification of domestic hotels is made by the Hungarian Chamber of Commerce & Industry. **(False)** Explanation: *In all cases classification is the responsibility of the operator.*

- Guest vehicles are to be stored in the hotel garage free of charge. **(False)** Explanation: *Fees in fact can be charged for vehicle storage, there is no regulation that specifies free vehicle storage. It is up to the hotel to decide whether it charges guests for this service or not.*

- In order to fulfil the position of a cashier in a large hotel, the candidate must attend a currency exchanger training course. **(True)** Explanation: *The statement is true and does not need to be explained.*

- Receptionists register messages and then give them to guests on forms that fall under strict restrictions. **(False)** Explanation: *The form used to register messages does not fall under strict restrictions and nothing of the sort is required to pass on messages.*

*In case of false answers the 1 point can be awarded only if both the indication and the explanation are correct. If the indication is correct, but the explanation is faulty then only 0.5 point can be awarded.*

2. **Complete** the following definition: **(4×1) 4 points**

“An **airport** hotel is a transit hotel where **guests/tourists** stay for **shorter** periods, because they either transit between flights or their flight has been cancelled. Business clientele has also become significant in such hotels because they can save time by organising and conducting **business discussions/negotiations/meetings/conferences** there.”

*Where multiple terms are listed (separated with the “/” sign) any of the answers listed can be accepted, but points (1 point) can be awarded for only one of them. Partial points can also be awarded.*

3. Write on the dotted line the name of the **job** the responsibilities of which include the following. **2 points**

At larger hotels he or she organises information and wake-up services, transfers messages and recommends programmes for guests. He or she is also responsible for fulfilling the requests of
the guests. His or her duty also includes recruiting and training boys and valets, and later supervising their work.

**Chief Concierge**

The description clearly indicates a management level position so the position of porter is only worth 1 point. As in the cases of larger hotels these are not the responsibilities of the room supervisor / receptionist, these terms are not acceptable. Only 0.5 points can be awarded for the term Front Office Manager.

4. **Explain** the following concepts briefly. (4x2) 8 points

- **Occupancy:** an index number that shows what percentage of the rooms at the accommodation/hotel available to guests was occupied.

- **Back Office:** ground floor work area, performs background tasks (e.g. reservation of rooms, correspondence, administration) related to the Front Office (reception, cash register), it is not visible to guests.

- **Direct cost:** the value of costs/expenditures that arise at various units expressed in money, which can be connected to the place of emergence of costs/the service provided/attaining sales income/turnover.

- **Marquise:** the roof over the main entrance of the hotel (makes the main entrance conspicuous, provides information and protects arriving guests)

Answers do not have to match the above word for word, but their contents have to contain the essence of the definitions.

In case of incomplete or imprecise solutions partial points can be awarded instead of the maximum 2 points.

5. List **ten fixtures or devices** found in **guest bathrooms**. (10x0.5) 5 points

- Bath tub, shower cabin, toilet, bidet, wash basin, wall/shaving mirror, toilet-paper holder, toilet brush, sanitary pack holder, lamp, electrical socket, packing surface, shelf, hair dryer, hangers, dust-bin, textiles, welcome and hygienic packets, stool, telephone, etc.

Naturally, there are many more acceptable answers. Bedroom accessories cannot be accepted as the question clearly asks for bathroom accessories. Furthermore maximum points cannot be awarded if more than one of the requested ten items refer to the same thing (e.g. hand-towel, bath-towel, medium-towel, face-towel...
6. **Find the** odd one out in the following list (indicate by underlining) and **explain** your answer. (1+2) 3 points

accessibility, tourism appeal, infrastructure, size of demand, area acquisition expenses, constructional possibilities, **entrances**, environmental protection capabilities.

Explanation: *The list above contains general aspects of hotel installation, except for the term entrances, which is a material condition for hotel operation.*

Choosing the correct term is worth one point, the correct explanation is worth two points. If the explanation is only partially correct, partial points can be awarded.

7. Match the **hotel areas** listed below to their corresponding (most typical – mark only one) **managers**. (6x0,5) 3 points

1. Food & Beverage  
2. Reception  
3. Sales  
4. Housekeeping  
5. Front Office  
6. Accounting Division  

a.) Chief receptionist  
b.) Sales Manager  
c.) Front Office Manager  
d.) Financial Manager  
e.) Restaurant Manager  
f.) Floor Supervisor

1 – e.) 2 – a.) 3 – b.) 4 – f.) 5 – c.) 6 – d.)

The above solution key contains the only acceptable answers. Each correct pairing is worth half a point.

8. Underline the only answer which makes the statements below **true**. (3x1) 3 points

................................. is not part of the chambermaid’s responsibilities.

a.) Cleaning departed rooms  
b.) Instant reporting of lost items  
c.) **Preparing the daily schedule of chambermaids**  
d.) Changing textiles  
e.) Preparing the cleaning trolley

................................. is an important task of the third phase of the guest cycle.

a.) Foreign language correspondence  
b.) **Managing commissions**  
c.) Registration  
d.) Checking-out  
e.) Registration of bookings
The HR manager performs very important ………………… activities.

a.) therapeutic
b.) security
c.) PR
d.) equipment and tool management
e.) **staff management**

*The above specified are the most typical answers. Each correctly underlined term is worth 1 point.*
Basics of Marketing

1. Purchasing behaviour is largely influenced by the **broader socio-economic environment**. List four of its components. (4×1) 4 points

   1. **Geographical conditions,**
   2. **Political situation,**
   3. **Level of economic development,**
   4. **Technical-technological development.**

   Also acceptable: social conditions, culture or synonyms of the above. If the student writes examples only, then 0.5 points should be awarded per correct answer.

2. List the most important steps of **target marketing** in logical/chronological order. (3×1) 3 points

   1. **Market segmentation**
   2. **Choosing the target market**
   3. **Product positioning**

   Answers should be similar to the above in content, though students should be familiar with these exact terms. If the terms are not listed in the correct order, 0.5 point should be awarded per term.

3. Match the **related concepts**. Each number should have one corresponding letter. (6×1) 6 points

   1. primary research
   2. product-related service
   3. customer satisfaction
   4. promotion
   5. life-cycle of the product
   6. market skimming

   a) pricing
   b) market manipulation
   c) questionnaire
   d) packaging
   e) post-purchase behaviour
   f) saturation phase

   **Correct solution:** 1. – c), 2. – d), 3. – e), 4. – b), 5. – f), 6. – a)

   In theory these are the correct pairs, but the correcting teacher may also accept other logical correlations.

4. Define the following **concepts**. (4×2) 8 points

   - **Marketing information system:** a formalised, regular procedure aimed at handling all market information of an enterprise. / A system of people and equipment which continuously and mutually affect each other, the process of gathering, organising, analysing and evaluating information.
• Trademark: a distinctive marking that provides legal protection. Broader definition: a visual or audio sign that distinguishes goods and services from other similar goods and services, and which ensures exclusive rights to its reporter in case conditions specified in the statutes are met.

• Direct marketing: an interactive marketing system the goal of which is to generate a reaction (response) that is measurable anywhere and/or business deals using one or more advertising tools. This definition emphasises measurable reaction (response) which is typically an order. This is the reason why direct marketing is often called direct order marketing.

• Market research: an activity aimed at familiarisation with the market / the method of familiarisation with the demand for a given product.

Answers do not have to match the above word for word, but their contents have to contain the essence of the definition. The correcting teacher may accept answers that are different from the above, but which are correct in terms of content.

5. Decide if the following statements are true or false by circling or underlining the appropriate word. In case of false statements explain why they are false. (2 × /1+2/) 6 points

a) Decisions concerning the composition of offered product groups and services, their quantitative and chronological ratio, as well as the hiring of new employees are to be made within the framework of product policy decisions.

True - False

Explanation: hiring of employees is not part of the product policy.

b) Observing the products of our competitors does not generate a need to change the line of goods at our store, but it does largely influence pricing.

True - False

Explanation: Observing competitors’ products is important, because if they develop and modify their products then we also have to take steps in order to keep up with them. However, it is the observation of prices that influences pricing on our part and not the observation of products.

Underlining the correct term is worth one point, the correct explanation is worth two points. Only well-founded, logical answers should be accepted. Paraphrasing is also accepted at the correcting teacher’s discretion.
6. Find the odd one out in the following list (indicate by underlining) and explain your answer. (1+2) 3 points

flier, brochure, **commercial footage**, catalogue

**Explanation:** **commercial footage**, because it is not a printed advertising medium.

Underlining the correct term is worth one point, the correct explanation is worth two points. Other logical solutions are also acceptable at the correcting teacher’s discretion.

7. **Complete** the following sentences related to distribution channels. (3×1) 3 points

a) In case of **artificial distribution channel** the producer sells directly to retailers. This is primarily due to the nature of the products themselves (vegetables, fruits, pastries). In many cases this particular distribution channel develops because producers and retail companies wish to keep the wholesale profit margin and share it among themselves.

b) In case of **semi-wholesale distribution channel** the producer sells the goods to a wholesaler performing a double task: operating his/her own retail network where he/she sells some of the purchased goods; while on the other hand he/she sells to independent retail companies.

c) In case of **classic distribution channel** the product flow involves each type of market players. The product gets to the consumer from the producer through the wholesaler and the retailer.

*Only the words above or their synonyms can be accepted as correct solutions. Each correct solution is worth 1 point.*