

ÉRETTSÉGI VIZSGA • 2010. október 18.

**VENDÉGLÁTÓ-
IDEGENFORGALMI
ALAPISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ
ÍRÁSBELI VIZSGA**

2010. október 18. 14:00

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma	
Tisztázati	
Piszkozati	

**NEMZETI ERŐFORRÁS
MINISZTERIUM**

Important Information

Dear Examinee,

This written examination is made up of three different sections, which are designed to measure your knowledge in the following areas: basics of hospitality, catering and tourism, basics of hotel management and basics of marketing. The questions are independent of each other, and do not have to be answered in a specific order. We suggest that before you begin, read through the whole examination and then start with answering the questions you feel are easier to answer.

In order to have a successful examination, please pay attention to the following:

- Certain questions require you to provide examples or characteristics. In the case of such questions, please check carefully how many of these the question asks for, because *no additional points will be awarded even if you list more than required*.
- In the case of some of the questions, we expect you to explain your answer. In such cases, we kindly ask you to stick to what is relevant and to try and summarize your thoughts on the provided dotted lines.
- The last page (back cover page) is reserved for evaluation; please do not write on this page.
- Besides writing tools and a calculator, you may not use any additional aids or materials to answer the questions (e.g. course book, exercise book, manager calculators or PDAs, calculators equipped to store formulas and functions, etc.).
- If you make corrections in your answer, please make sure you indicate your final solution very clearly in order to avoid misunderstandings. Otherwise you will not get points for the given question.
- Examinations written in pencils will not be accepted.
- Using prohibited aids during the exam could result in your suspension from the examination.

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

Good luck with your examination!

Basics of Hospitality, Catering and Tourism

1. List five requirements for employees who are in regular contact with guests. 5 points

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

2. Complete the following definitions with the correct terms/concepts. 4 points

..... is when residents of a given region travel to another place for purposes of tourism and spend some of their money there.

..... is the cost that changes in proportion to the turnover and revenue.

The main task of is to connect the procurement of goods and production (possibly sales) in terms of time.

..... catering is a form of catering/serving dishes typical of commercial catering facilities.

3. Give four examples for each of the services below. 4 points

Comfort services:

.....

.....

Entertainment-type services:

.....

.....

4. Find the odd one out in the list below. Choose one only for each question and indicate your answer by underlining. Explain your solution. 3 points

- a) marquee
- lobby
- terrace
- vegetable prep-area

Explanation:

.....

.....

- b) waiter
- bartender
- kitchen maid
- clerk

Explanation:

.....

.....

- c) restaurant
- tavern
- fast-food restaurant
- workplace cafeteria/canteen with kitchen

Explanation:

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.....

5. Decide whether the statements below are true or false. Indicate your answer by underlining. In the case of false statements explain your decision. No explanation is necessary for true statements. 4 points

a) Traditional pricing takes the purchase price as basis. Net sales price is calculated by multiplying the purchase price by the profit margin, and this mark-up is then added to the purchase price. This is followed by the calculation of the gross sales price, where the VAT is added to the net sales price. This is also called calculative or bottom-up pricing.

True False

Explanation:

.....
.....

b) In the case of new-type (market-oriented) pricing, sales price is determined solely on the basis of our own costs (variable and fixed costs together). This method requires thorough analysis.

Purchase prices must also be taken into account, as the profit content of prices can be calculated with their help.

True False

Explanation:

.....
.....

6. Meals are important elements of organised events. List five aspects that have to be taken into account when compiling menus. 5 points

1.
2.
3.
4.
5.

7. Give three examples for each term (Providing only one example will not be awarded any points). 3 points

a) Physiological need:

.....

b) Types of scripts:

.....

c) Hospitality activities (processes related to the flow of goods):

.....
.....

8. What business type/line are the following statements characteristics of. Write your answer on the dotted line. 2 points

Sale of various alcoholic and non-alcoholic beverages, by the bottle and by the glass.

Simple dishes, live and recorded music service, entertainment.

Types: e.g. night club, cabaret, bar, disco.

Index number: 2150.

.....

9. The French gastronome and author, Brillat-Savarin's (1755-1826) thoughts are as valid today as they were in his time: "**The destiny of nations depends on the manner in which they are fed.**" What can the Hungarian catering and hospitality industry do to heed the above warning? (Write down your opinion and thoughts in 4-5 sentences. Pay attention to succinct and clear structure and phrasing.) 4 points

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Basics of Hotel Management

1. Pair up the terms below with the correct abbreviation. 5 points

- | | |
|---------------------------------------------------------------------------|-----|
| a) Guests receiving special treatment | HKM |
| b) Room that cannot be made available to guests due to technical problems | GDS |
| c) International booking system | SPA |
| d) Hotel floor manager | VIP |
| e) Wellness area of the hotel | OOO |

2. Write on the dotted line the name of the job/position the characteristics of which include the following. 2 points

Works on the ground floor of the hotel under the supervision of the Chief Cashier. His/her tasks include the handling of the central safe, providing possible loans to guests, and currency exchange activities as an agent of a bank.

.....

3. The statements below are false. Explain why. 6 points

- a) When establishing the rates for hotel rooms, one of the main requirements is for the rate to cover the holiday costs of guests.

Explanation:.....

.....

- b) Hungarian hotels are obliged to perform all their activities related to providing food and drinks to guests in their restaurants.

Explanation:.....

.....

- c) Cost types show to what extent costs depend on turnover.

Explanation:.....

.....

4. Complete the following sentences. 4 points

As is the case with all enterprises, the primary objective of hotels is also to perform activities with economic success. is the requirement where revenue exceeds expenditures. If revenue is than total cost, then the activity is making losses. Revenue must cover andas well.

5. Choose the odd one out from the processes listed below and indicate by underlining.
Explain your answer. 3 points

- Bring guest luggage down from the room
- Compile and verify the invoice
- Request the settling of the invoice
- Fill out the registration card
- Ask for the key or card-key
- Archive guest data

Explanation:

.....
.....

6. Give two specific examples for each of the terms below. 5 points

Hotel type:

.....

Free of charge services:

.....

Room discount:

.....

Cash-free payment method:

.....

Informational material in rooms:

.....

7. What compulsory data is indicated on the registration card (Cardex Card) filled out by guests? List five. 5 points

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

8. The questions below are related to rooms intended for businessmen. Answer the questions below with complete sentences. 3 points

a) Which hotel type usually provides rooms for businessmen?

.....
.....

b) In what way are these different from standard rooms?

.....
.....

c) Why do hotels create such rooms?

.....
.....

Basics of Marketing

1. Complete the following definitions with the correct terms. 3 points

The combination of marketing tools applied in various situations that provide an optimal solution is called the

The is a visual or auditory sign or indication that distinguishes from other products or names and which provides legal protection. It ensures exclusive rights to the entity or person registering it if the conditions specified by the statutes are met.

..... is the activity aimed at getting to know the market; the method to determine demand for a given product.

2. Select the odd one out of the terms listed below. Underline your answer, and then give an explanation on the dotted line. 6 points

- a) customer-oriented era
- society-oriented era
- advertising-oriented era
- production-oriented era

Explanation:.....

.....

- b) product
- price
- sales channel
- target market

Explanation:

.....

.....

- c) sales promotion
- buying process
- advertising
- Public Relations

Explanation:

.....

.....

3. Decide whether the statements below are true or false. Indicate your answer by underlining.
In the case of false statements, provide an explanation. In the case of true statements, no
explanation is necessary. 6 points

- a) The composition of product groups and services entered into supply, their ratio in time and quantity in terms of each other, as well as the hiring of new employees must be determined within the framework of product policy.

True – False

Explanation:

.....
.....

- b) The observation of competitors' products never replaces the need to change supply and selection in hospitality facilities; it does however significantly affect pricing.

True – False

Explanation:

.....
.....

- c) In the case of cost-oriented pricing, we must strive to increase operating costs so that sales prices are as high as possible.

True – False

Explanation:

.....
.....

4. Define the following terms. 4 points

Sales channel:

.....
.....

Supply:

.....

.....

Market:

.....

.....

.....

Product:

.....

.....

5. Place the stages of the buying process in logical order. 5 points

1.

2.

3.

4.

5.

6. In your opinion what should the advertisement message of a city entertainment facility/club contain? List three examples. 3 points

1.

2.

3.

7. Why is the creation of a unified corporate identity necessary? List three reasons. 3 points

1.

.....

2.

.....

3.

.....

8. You are the manager of a sandwich-bar. Underline the sales channel you would choose to procure fresh vegetables and pastry goods. Explain your answer. You may only indicate one alternative. 3 points

1. Classical route
2. Artificial route
3. Direct route

Explanation:

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Topic	Question number	Maximum points	Points scored
Basics of Hospitality, Catering and Tourism	1.	5	
	2.	4	
	3.	4	
	4.	3	
	5.	4	
	6.	5	
	7.	3	
	8.	2	
	9.	4	
Basics of Hotel Management	1.	5	
	2.	2	
	3.	6	
	4.	4	
	5.	3	
	6.	5	
	7.	5	
	8.	3	
Basics of Marketing	1.	3	
	2.	6	
	3.	6	
	4.	4	
	5.	5	
	6.	3	
	7.	3	
	8.	3	
Test questions Points scored in written examination		100	

Correcting teacher

Date:

	pontszáma egész számra kerekítve / points rounded to a whole number	programba beírt egész pontszám / points (whole number) entered into programme
Teszt jellegű feladatok / Test questions		

javító tanár / correcting teacher

jegyző / notary

Dátum / Date: Dátum / Date: