

ÉRETTSÉGI VIZSGA • 2010. október 18.

**VENDÉGLÁTÓ-
IDEGENFORGALMI
ALAPISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ**

**NEMZETI ERŐFORRÁS
MINISZTERIUM**

Important Information

Only the indicated points can be given to the answers featured in the correction-evaluation guide.

The indicated points can only be broken down further if it is specifically indicated. The scores thus given can only be whole numbers.

Basics of Hospitality, Catering and Tourism

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

- 1) *Professional/trade knowledge*
- 2) *Appropriate behaviour*
- 3) *Communication skills*
- 4) *Handling complaints*
- 5) *Civilised and elegant external appearance*
- 6) *Empathy*
- 7) *Personal hygiene*

Evaluation: Any five of the above answers can be accepted. The correcting teacher may also accept other, professionally correct answers. Partial point may be awarded if the examinee provides less than five correct answers. Extra points may not be given.

2. Complete the following definitions with the correct terms/concepts. (4 x 1) 4 points

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

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

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

A'la carte/pre-paid menu catering is a form of catering/serving dishes typical of commercial catering facilities.

Evaluation: The answers listed above can be accepted for 1 point each. Partial points may be awarded, but only whole numbers.

3. Give four examples for each of the services below. (2 x 2) 4 points

Comfort services: **cloakroom, table reservation, cash-free payment, parking**

Entertainment-type services: **music, use of billiard and pool tables, preparation of dishes at guests' table, possibility to dance**

Evaluation: Examinees may give answers different from those given above. Maximum four points may be given for the question. If the examinee gives only two examples, then only 1 point should be given. If less than two examples are provided, no points are to be awarded.

4. Find the odd one out in the list below. Choose only one per question and indicate your answer by underlining. Explain your solution. (3 x 1) 3 points

- a) marquee
lobby
terrace
vegetable prep-area

Explanation: *The vegetable prep-area is not an area used or frequented by guests, as this is an area of production.*

- b) waiter
bartender
kitchen maid
clerk

Explanation: *The kitchen maid is a position in production and not hospitality sales.*

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

Explanation: *The workplace cafeteria/canteen with kitchen is not a commercial catering facility, but a workplace catering facility.*

Evaluation: The examinee may only be awarded the 1-1 point for the answers if he/she underlines correctly and provides a correct explanation. Only whole numbers may be awarded for the given answers.

Other logical replies that are different from those provided above may also be accepted if deemed correct by the correcting teacher.

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.

[2 x (1 + 1)] 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: *No explanation is necessary.*

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: ***With this type of pricing, sales price is adjusted to the ratio of prices on the market.***

Evaluation: In case of true answers the two points may be awarded without explanation. In the case of false answers, correct underlining and explanation are worth one point each. Partial points may be awarded, but only whole numbers. Other, professionally sound solutions may also be accepted.

6. Meals are important elements of organised events. List five aspects that have to be taken into account when compiling menus. (5 x 1) 5 points

1. ***Form and type of meal***
2. ***Type of event***
3. ***Features and attributes of the business/kitchen***
4. ***Seasonality***
5. ***Funds available***

Also acceptable: ingredients, colours, variety of preparation methods, composition of clientele, time of meal, requirements of healthy diets, etc.

Five correct answers are necessary for the maximum five points. Order is not important. Extra points cannot be given; however, partial points may be awarded.

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

(3 x 1) 3 points

a) Physiological need: ***active/passive relaxation, eating, drinking***

b) Types of scripts: ***prepared for organisers, prepared for participants***

Also acceptable: grouping by “tourism organisers” and “hospitality organisers” categories.

c) Hospitality activities (processes related to the flow of goods): ***procurement of goods, storage, production, sales, service provision***

The 1 point may only be awarded if the examinee has given two examples. Extra points may not be awarded. Partial points may be awarded, but only whole numbers. Other answers may also be accepted if professionally sound.

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.

Entertainment facility with music

Evaluation: Only the above answer may be accepted.

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

Traditional Hungarian cuisine is characterised by fairly spicy and greasy dishes and the consumption of a lot of pasta and bread. Physical labour of old times demanded such a diet, however, our lifestyles have changed since then and the consumption of lighter dishes has become recommended.

For today's man a healthy and balanced diet is one of the secrets of long life. By providing a selection of dishes that take into account the basic principles of healthy eating and by serving them in an appealing way, the hospitality and catering sector contributes to the development of the culture of eating. Salads, fruit dishes and dairy products have become important parts of the selection on offer.

The promotion and spreading of healthy eating begins with childhood meals, in which the domestic catering and hospitality industry plays a significant role.

Evaluation: In this question four correct and relevant statements merit 4 points. Succinct and clear wording should also be taken into account. Answers different to those above, but similarly correct should also be accepted. Partial points may be awarded, but only whole numbers.

Basics of Hotel Management

1. Pair up the terms below with the correct abbreviation. (5 x 1) 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 |

Solution: a-VIP, b-OOO, c-GDS, d-HKM, e-SPA.

Evaluation: Only the above pairings can be accepted for 1 point each. Partial point may be awarded, but whole numbers only.

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.

Cashier

Evaluation: also acceptable: hotel cashier, currency cashier

3. The statements below are false. Explain why. (3 x 2) 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: ***Room rates do not cover guest expenses, but rather the costs of hotel operation.***

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

Explanation: ***These activities may also be performed in other hospitality business lines/types, or the guest room. There are no regulations limiting these activities to restaurants.***

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

Explanation: ***Cost types show on what legal grounds costs arise/where our expenditures go.***

Evaluation: The 2 points available for each question may only be awarded if the examinee has provided a correct explanation. Insufficient or imprecise explanations may be awarded partial points (whole numbers only).

4. Complete the following sentences. (4 x 1) 4 points

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

Evaluation: Synonyms may also be accepted. Partial points may be awarded (whole numbers only).

5. Choose the odd one out from the processes listed below and indicate by underlining.
Explain your answer. (1 + 2) 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: **All of the above activities are related to guests' departure, except for the filling out of the registration card, which is a task to be performed on arrival.**

Evaluation: In the case of correct answers different from the above, 1 point is to be awarded for correct selection and 2 for correct explanation depending on the decision of the correcting teacher.

6. Give two specific examples for each of the terms below. (5 x 1) 5 points

Hotel type: **city, wellness, resort, airport, sport, conference, apartment, low-grade, etc.**

Free of charge services: **wake-up call, relaying messages, providing information, safeguarding luggage**

Room discount: **child, group, off-season, package, airline, corporate, club**

Cash-free payment method: **bank card, credit card, holiday cheque, traveller's cheque, voucher, bank transfer**

Informational material in rooms: **folder, services information brochure, fire escape routes, TV channel list, mini-bar price card, instructions for telephone use**

Evaluation: In the case of answers different from the above, the correcting teacher may decide to award the one point for each question. Points can only be given if the examinee provides two examples.

Partial points may be awarded (whole numbers only).

7. What compulsory data is indicated on the registration card (Cardex Card) filled out by guests? List five. (5 x 1) 5 points

- 1) *Name of guest*
- 2) *Nationality*
- 3) *Address*
- 4) *Place and date of birth*
- 5) *Passport/ID number*
- 6) *Date of arrival/departure*
- 7) *Signature*

Evaluation: The list above contains all compulsory information, and any five of these is worth 1 point each. Partial points may be awarded. Any other data (purpose of travel, vehicle licence plate, payment method, etc.) is not considered compulsory, therefore are not worth any points.

8. The questions below are related to rooms intended for businessmen. Answer the questions below with complete sentences. (3 x 1) 3 points

a) Which hotel type usually provides rooms for businessmen?

Business rooms are primarily available in city/transit and conference hotels.

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

They provide special services to businessmen: work station, several phone lines, internet, desk, office supplies, possibly a section to conduct negotiations.

c) Why do hotels create such rooms?

They are looking to attract businessmen and they are able to charge more for these rooms.

Evaluation: In the case of answers different from the above, the correcting teacher may decide to award the one point for each question. Partial points may be awarded (whole numbers only).

Basics of Marketing

1. Complete the following definitions with the correct terms. (3 x 1) 3 points

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

The **trade-mark** 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.

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

Evaluation: Each correct answer is worth 1 point. Only the above terms can be accepted. Partial points may be awarded (whole numbers only).

2. Select the odd one out of the terms listed below. Underline your answer, and then give an explanation on the dotted line. 3 x (1 + 1) 6 points

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

Explanation: *There was no advertising-oriented era among the stages/eras of development of marketing.*

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

Explanation: *The target market is not a component of the marketing-mix.*

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

Explanation: *The buying process is not part of promotion/marketing communication/market manipulation.*

Evaluation: Correct underlining is worth 1 point, correct explanation another 1 point. Partial points may be awarded (whole numbers only).

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. 3 x (1 + 1) 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: ***Hiring employees is not part of product policy.***

- 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: ***Observing competitors' products is very important, because if they develop and change their products, then we must also keep up. Pricing is influenced by observing prices and not products.***

- 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: ***The increasing of operating costs can never be an objective. It is true that with cost-oriented pricing certain operation-related costs are added to the procurement price, however, in order to keep competitive prices we must always strive to keep operating costs low.***

Evaluation: Correct underlining is worth 1 point, correct explanation another 1 point. Only well-founded, logical answers are to be accepted, which can differ from the above. Partial points may be awarded (whole numbers only).

4. Define the following terms. (4 x 1) 4 points

Sales channel: ***Sales channel is the route through which products and services get from the producer to the end-consumer.***

Supply: ***The totality of available products and services which are put on sale.***
Or: The group of sellers who appear on a given market with products.

Market: ***The totality of actual and potential sellers and buyers, and the system of relationship between them.***

Product: ***The embodiment of qualities that are meant to satisfy consumer demands.***
Or: A product is anything that can be sold. This does not only cover physical goods, but services, human resources or places as well.
Or: Food or drink served at a restaurant, as well as satisfying the need for entertainment and comfort services.

Evaluation: Each correct definition is worth 1 point. Answers different from the above may be accepted, provided the correcting teacher deems them correct in terms of content.

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

1. **Recognition of the problem**
2. **Gathering information**
3. **Evaluation of alternatives**
4. **Buying decision**
5. **Post-buying behaviour**

Evaluation: The five points may only be awarded if the order is correct. The names of the various stages should reflect the above in terms of content. If the names are correct, but the order is not, then 2 points may be given. No extra points can be awarded.

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

1. **The basic information required to identify the facility**
2. **The name of the location, and prices**
3. **The special benefits and advantages on offer**

Evaluation: Answers different from the above may be accepted, provided the correcting teacher deems them correct in terms of content. Partial points may be awarded (whole numbers only).

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

The objective of creating a unique corporate identity is to gain an identity that is wholly individual and cannot be confused with anything else. The goal of a corporate identity plan is therefore to create a unified, comprehensive, long-term image. A unified, single identity is a basic tool of influencing consumer attention. Competition is increasing, which means symbols and logos have to be created that are easily identifiable and linked to the company, and which distinguish the firm from its competitors.

Evaluation: Three correct and sensible statements can be awarded the 3 points. Partial points may be given (whole numbers only).

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:

Only the classical and artificial routes can be accepted as correct answers. However, points may only be awarded if the examinee provides an adequate explanation for his/her choice. (Taking into account the length of the sales route, the manager of the sandwich-bar occupies the position of retailer.) Correct explanations can be the following:

If the examinee selects the classical route and procures the goods from the wholesaler:

- *Procurement from only one source means less time and lower shipping costs*
- *Selection is wide*
- *A large variety of products, but only low quantities of the given products are needed*

If the examinee selects the artificial route and procures the goods directly from the producer:

- *Materials are more fresh given the nature of the products*
- *Cheaper, because the wholesale profit margin can be shared*

Direct route is not acceptable, because retailers are not present in said route: the producer and the consumer (guest) are in direct contact with each other.

Evaluation: The selection of the correct sales channel is worth 1 point, and 2 points may be awarded for correct explanations. The correcting teacher may also accept other solutions provided they are correct in terms of content. Partial points may be awarded (whole numbers only).