VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK ANGOL NYELVEN

EMELT SZINTŰ ÍRÁSBELI VIZSGA

2010. május 14. 8:00

Az írásbeli vizsga időtartama: 180 perc

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OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM

Vendéglátó-idegenforgalmi alapismeretek angol nyelven emelt szint — írásbeli vizsga 0921
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. What is the definition of tourism supply in the narrower and broader sense?  4 points
   a) In the narrower sense:
   ……………………………………………………………………………………………………...
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   ……………………………………………………………………………………………………..
   b) In the broader sense:
   ……………………………………………………………………………………………………...
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2. Complete the following sentences with the correct word.  2 points
   a) From the point of view of a given country, outbound tourism is when the travel destination is located ………………………… the country’s borders.
   b) ………………………………… tourism in the case of a given country is the totality of inbound tourism arriving into the country and outbound tourism departing from the country.

3. Which of the following activities is not part of green tourism (nature tourism)?
   Underline the odd one out and explain your answer.  3 points
   a) Hiking
   b) Cycling
   c) Visiting exhibitions
   d) Horse-riding
   e) Ornithology
   f) Fishing

Explanation:
…………………………………………………………………………………………………
…………………………………………………………………………………………………
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4. Diet is an important part of a healthy lifestyle that wellness hotels place great emphasis on. Which aspects of menu creation are considered crucial, and what other aspects would you add. List five such aspects. 5 points

a) .............................................
b) .............................................
c) .............................................
d) .............................................
e) .............................................

5. Write a business letter using the following information. 8 points

Your class is planning a two-day trip to a city in the country after school-leaving examinations are over. Pick a county seat of your choice.

25 students and the head teacher will be taking part in the trip. You would like to make the most of your time at your destination, which is why you ask for a guided tour from the local Tourinform agency. (Address: name of selected city, Fő utca 1.)

Your task is to write the enquiry letter asking for a quotation. Do not forget to ask about the price in order to make the necessary expense calculations. Ask other questions as well in order to become familiar with all other details. Make sure you adhere to business letter requirements regarding format and content. Use fictitious names instead of your own and your school’s name.
Continuation of Question 5
6. Define the following terms. 4 points

a) National park:

b) Suppliers:

c) Inventory:

d) Event script:

7. Underline the correct answer of the choices provided. 4 points

a) In order to begin catering and hospitality activities, the entrepreneur must report his/her intent to set up and operate a business. The name of the document that allows the performance of the business activity:

1. Occupancy permit
2. Operating permit
3. All-night pass
4. Building permit

b) The name of the official body issuing the above document:

1. The notary of the city regionally competent according to the site of the business
2. The entrepreneurial group of the county general assembly
3. Hungarian Tax and Financial Control Administration (APEH)
4. Hungarian Customs and Finance Guard (VPOP)

c) The institution that issues the tax number required to go ahead with the enterprise:

1. The notary of the city regionally competent according to the site of the business
2. The entrepreneurial group of the county general assembly
3. Hungarian Tax and Financial Control Administration (APEH)
4. Hungarian Customs and Finance Guard (VPOP)
d) All businesses must have the following at hand in order to register complaints made by customers:

1. Consumer’s book
2. Book of complaints
3. Buyer’s book
4. Inspection book

8. What data must in all cases be indicated on the menu? List four. 4 points

a) ........................................
b) ........................................
c) ........................................
d) ........................................

9. What services is a hospitality/catering facility obliged to provide or what services can such facilities provide if they wish? List 6 services. 6 points

a) ........................................
b) ........................................
c) ........................................
d) ........................................
e) ........................................
f) ........................................
Basics of Hotel Management

1. Besides furniture, what other objects and equipment would you place in a hotel room and connected bathroom to increase guests’ comfort? List six. 6 points
   a)  
   b)  
   c)  
   d)  
   e)  
   f)  

2. Pair up potential hotel partners with the most typical services they provide for hotels. Link the correct pairs. 3 points
   1. Tour operator a) provision of advertising opportunities
   2. Media b) organising conferences
   3. Event organisers c) acting as intermediary between guests and hotels

3. What are the risks of hotel investment (hotel construction)? Give three examples. 3 points
   a)  
   b)  
   c)  

4. Wellness hotels also have to satisfy and cater to special needs. List five unique services that wellness hotels may provide. 5 points
   a)  
   b)  
   c)  
   d)  
   e)  

5. The medical services departments of health spa hotels require special jobs and positions.

Name two such jobs. 2 points

a) ......................................................
b) ......................................................

6. Explain the following terms. 4 points

a) Weekend package:

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

b) Walk in guest:

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

c) Jacuzzi:

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

d) Studio:

........................................................................................................................................
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7. Place the terms below in their correct order so that they conform to the logic of a hotel profit and loss statement. 5 points

Total cost, total revenues, net operating profit, cost of goods sold (ELÁBÉ), total profit margin

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<th>Correct order</th>
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8. Choose the odd one out from the list below (indicate by underlining) and explain your answer. 2 points

a) compulsory breakfast
b) car-wash
c) full board meals
d) event organisation service
e) mini-bar
f) tourist menu

Explanation:

………………………………………………………………………………………………………………
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Basics of Marketing

1. Briefly explain the concept of marketing communications. 1 point

2. Write the terms on the dotted line the definitions of which are listed below. 4 points
   a) .........................................: the series of steps bridging the gap between supply and demand which lack personal contact, inform consumers about supply and attempt to convince them of the benefits and advantages of the advertised products.
   b) .........................................: the activity the aim of which is to convince the target group in words and through personal contact in the interest of generating sales.
   c) .........................................: a communication activity aimed at building up and maintaining trust between an enterprise and its environment.
   d) .........................................: the ensemble of various, typically short-term promotional tools, the goal of which is to have consumers consume faster and larger quantities and to take advantage of various services provided.

3. In order to determine the profile and type of a business to be established at a holiday resort, it is necessary to perform market research. 3 points
   a) What primary research methods are you aware of?
      1. .........................................
      2. .........................................
      3. .........................................
   b) Which of the above methods would you apply and why? List at least three reasons. 3 points
      My choice:
      ..........................................................
      My reasons:
      1. ..........................................................
      2. ..........................................................
      3. ..........................................................
4. The following sentences contain erroneous statements regarding corporate identity.
Correct these mistakes and write the correct section on the dotted lines. 3 points

a) Corporate Design (colours, logo, uniform, etc.) belongs to the content side of Corporate Identity.
Correctly: ...........................................................................................................................................

b) Corporate identity is the basic tool used to influence the attention and interest of employees.
Correctly: ...........................................................................................................................................

c) The formal side of the company’s identity is the personality, individuality of said company, the base of which is company philosophy.
Correctly: ...........................................................................................................................................

5. The goal of every hotel is to prolong the stay of their guests, to increase the number of guest nights and therefore realise more revenue.
What tools would you use in order to prolong guests’ stay? List three ideas. 3 points

a) ...........................................................................................................................................

b) ...........................................................................................................................................

c) ...........................................................................................................................................

6. What online marketing tools would you use to promote tourism programmes?
List three such marketing tools. 3 points

a) ...........................................................................................................................................

b) ...........................................................................................................................................

c) .............................................................................................................................................
7. The development of tourism programmes requires a high degree of creativity and knowledge of consumer behaviour. Such work could be considered as a sort of product development. Put the following phases of product development in their correct order. 2 points

concept testing
idea screening
concept development
idea generation

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

8. How do you find the best site to build a hotel within a given region? What aspects would you take into account when examining a potential site? List three and give an example for each. We have provided an example of our own to get you started. 6 points

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<tr>
<th>Aspects of site selection</th>
<th>Example</th>
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<td>socio-cultural attractions</td>
<td>religious and secular structures and buildings/ folk customs</td>
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9. Explain the role of advertising in the everyday life of consumers. 2 points

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Vendéglátó-idegenforgalmi alapismeretek angol nyelven emelt szint

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irásvizsga 0921 15 / 16 2010. május 14.
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Points scored in written examination 100

Correcting teacher

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

Pontszáma egész számrá kerekítve / Points rounded to a whole number
Programba beírt egész pontszám / Points (whole number) entered into programme

Vendéglátó-turizmus alapismeretek / Basics of Hospitality, Catering and Tourism
Szállodai alapismeretek / Basics of Hotel Management
Marketing alapismeretek / Basics of Marketing

Javító tanár / Correcting teacher

Jegyző / Notary

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