VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK
ANGOL NYELVEN
KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA
2010. május 14. 8:00
Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma
Tisztázati
Piszkozati

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM

Vendéglátó-idegenforgalmi alapismeretek angol nyelven
középszint — 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. If you fail to do so and it is difficult to tell which solution is your final answer, 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!
Test Questions

Basics of Hospitality, Catering and Tourism

1. Complete the following definitions with the correct word/words. 4 points

a) The …………………………………………… is the note which the supplier gives to the buyer when delivering the goods. It contains the names and quantities of goods delivered; however, it does not list unit prices and values.

b) The purity of air and water, as well as flora and fauna, play a particularly important role in the tourism attraction of a country, as these make up the …………………………………………… environment of tourism.

c) Variable costs depend on the development of ……………………………………………

d) …………………………………………… includes all written tasks related to record-keeping and calculations, or in other words the registering of economic events and the continuous and controlled management of affairs.

2. Provide a brief definition for the following terms. 5 points

a) Passive tourism: ……………………………………………........................................

b) Inventory of assets: …………………………………………………………………

c) Micro-environment:……………………………………………………………………

d) Catering production: …………………………………………………………………

e) Travel agency: ………………………………………………………………….......
3. Give one example for each of the definitions below.  

   a) Pricing methods in catering:
   ........................................................

   b) Hungarian-style dish:
   ........................................................

   c) Voucher:
   ........................................................

   d) The jobs/positions of catering sales:
   ........................................................

4. Choose the statement most characteristic of the terms indicated and mark your selection by underlining.  

   a) Youth tourism
   1. Participants have high purchasing power.
   2. Is a branch of rural tourism.
   3. Is characterised by limited purchasing power and experience-seeking.
   4. Typical accommodations are 4 and 5-star hotels.

   b) Need
   1. A form of tourism hosting capacity.
   2. Solvent buying intention.
   3. Demand, wish, lack, desire.
   4. Tourist motivation.

   c) Open catering facility
   1. A catering facility with no fence.
   2. The facility specialises in child catering.
   3. Opening hours are typically in the mornings and before noon.
   4. Anyone can use it.
5. List the main work processes of catering. Make sure you respect the logical procedural sequence; otherwise your solutions cannot be evaluated. 5 points

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

6. Which of the following terms is the odd one out. Indicate your selection by underlining. Explain your answer. 4 points

a) materials intensity
b) raw material value
c) profit
d) unit price

Explanation: ...........................................................................................................
..............................................................................................................................

a) Northern Medium Mountains
b) Sziget Festival
c) Hungarian National Museum
d) Basilica of Esztergom

Explanation:..........................................................................................................
..............................................................................................................................

7. Explain in 2-3 sentences what the seasonality of hospitality and catering is. 3 points

..............................................................................................................................
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8. Place the following services in their correct category.  6 points

cloakroom, table booking, show cooking, show, non-cash means of payment, dancing opportunity

a) Comfort-type services:

b) Entertainment-type services:
Basics of Hotel Management

1. Provide a brief definition for the following terms. 8 points

   a) Suite: …………………………………………………………………………………………………………..

   b) Camping: ………………………………………………………………………………………………………

   c) Welcome gifts: ………………………………………………………………………………………………….

   d) Entrance hall: ………………………………………………………………………………………………….

2. Calculate the hotel-related index numbers indicated. 5 points
A three-star hotel in Budapest has 200 rooms, 20% of which are single rooms, while all the others are double rooms. The gross rate of double rooms is HUF 10000/night, while single rooms cost HUF 8000/night.

   a) Calculate the number of single and double rooms.

      Number of single rooms = …………………………………………………………………………………..

      Number of double rooms = ………………………………………………………………………………..

   b) Calculate the hotel’s gross revenue for one day, if room utilisation is 100%.

      Gross revenue for one day = ……………………………………………………………………………..
c) How does the revenue change if all single rooms are taken, however, only 50% of double rooms are in use?

Gross revenue = .................................................................

d) Define the term ‘gross revenue’.

Gross revenue: ...........................................................................

3. Write the name of the position on the dotted line, the responsibilities of which are listed below. 2 points

a) Greets and welcomes guests (and signals their arrival to bellboys) arriving at the entrance of larger, high-class hotels, and parks their cars and vehicles in the hotel’s parking area. He/she ensures smooth traffic through the main entrance and provides guidance to guests. He/she is also responsible for keeping the main entrance tidy, clean and appropriate during all seasons.

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

4. Find the odd one out in the following list (indicate by underlining) and explain your answer. 6 points

a) wages paid, internet subscription fee, room rate paid, employer contributions, depreciation, interest, laundry of uniforms, health-care contribution

Explanation: ...........................................................................

b) bath-towel, face-towel, bath mat, bath robe, towel, kitchen dish-cloth

Explanation: ...........................................................................
5. Choose and underline the answer from each list that will make the initial statement become true. 4 points

a) ..................... is a type of commercial accommodation/lodging
   1. A restaurant
   2. A pension/guest-house
   3. Paying customer catering service
   4. A family home
   5. A college dormitory

b) Hotels cannot oblige their employees to
   1. wear uniforms.
   2. smoke in designated areas.
   3. avoid using the main entrance.
   4. regularly go to the dentist.
   5. pick up the phone after a certain number of rings.

c) Forms subject to strict accountability
   1. are made from environmentally friendly materials.
   2. are sequentially numbered.
   3. can be purchased by anybody.
   4. are only valid with two signatures.
   5. are not allowed to be corrected.

d) ..................... is not a price rate applied by hotels.
   1. Group Rate
   2. Rack Rate
   3. Corporate Rate
   4. Exchange Rate
   5. Weekend Rate

   a) ………………………………………………………………………………………….

   b) ………………………………………………………………………………………….

   c) ………………………………………………………………………………………….

7. Connect the positions, jobs listed below with their corresponding task (assign only one, the most typical task to each job).  

   1. Food & Beverage Manager  a) Supervision and coordination of bellboys.

8. Complete the following sentences.  

   a) The ………………………………………... is the ground floor work area that welcomes guests, provides a variety of services to them between their arrival and departure, and can include the reception, the front-desk and the cash office.

   b) The ………………………………………….. contains all hotel revenues and expenditures in a pre-determined sequence; shows the hotel’s profit or loss.
Basics of Marketing

1. Define the following terms.  
   4 points
   
a) Micro-environment: ........................................................................................................
   ..............................................................................................................................

   b) Macro-environment: ....................................................................................................
   ..............................................................................................................................

2. Find the odd one out in the following list (indicate by underlining) and explain your answer.  
   6 points
   
a) price
   b) product
   c) target market
   d) sales channel

Explanation: ......................................................................................................................

   a) sales promotion
   b) product development
   c) advertisement
   d) public relations

Explanation: ......................................................................................................................

3. Complete the following statements.  
   6 points
   
a) The .............................................. embodies characteristics that serve to satisfy
   customer demands. In the long-term, the only companies that can increase their
   .............................................................. and gain significant profits are those
   that closely follow the changing of market demands.

b) Due to online services provided on the ........................................ and the
   possibility of direct purchase and procurement, the role and function of wholesale
   ..........................................................

c) The beginning of the 1900’s was characterised by the
   ........................................................ era. Market demand still
   ........................................................ supply, and company interests were primarily
directed at production. Products were sold without taking market environment into
account.
4. Explain the essence of direct marketing. Give five significant and relevant statements as part of your answer.  

………………………………………………………………………………………………
………………………………………………………………………………………………
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………………………………………………………………………………………………
………………………………………………………………………………………………

5. Pair up the logically corresponding concepts. Each number should be paired up with one letter.  

1. product lifecycle curve  a) demand  
2. solvent consumer need  b) billboard  
3. printed advertising tool  c) function

6. Decide whether the following statements are true or false and indicate this by underlining the correct adjective. In the case of false statements, make sure you explain your selection. In the case of true statements, no explanation is needed to get the point.

6 points

a) Trademarks indicate authenticity and distinguish products from other products with signs, symbols and indicators, and do not play a significant role in corporate marketing.  

True – False

Explanation: ...........................................................................................................

b) Packaging includes all activities that create designs for products or which involve enclosing or protecting products for distribution, storage, sale, and use. Today packaging has become a highly effective tool of marketing.  

True – False

Explanation: ...........................................................................................................
7. Complete the following sentences. 3 points

a) Public Relations improves company image among the public, while ___________________________ is a one-way tool of communication aimed at promoting sales.

b) ___________________________ consists of the organisation of communication relationships between management and the employers and between various organizational units. It maintains close relations with human resources.

c) ___________________________ is the overall system of communication relationships of the company aimed at external environment.
Vendéglátó-idegenforgalmi alapismeretek
angol nyelven — középszint

Név: ........................................................... osztály:......
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<th>Points scored</th>
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Points scored in written examination

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: ............................