VENDÉGLÁTÓ-IDEGENFORGALMI ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
Important information

Answers provided in the correction-evaluation guide can only be awarded the points indicated.

The further breaking down of indicated points is possible only if this is separately mentioned. Points that come about as a result can only be whole numbers.
Basics of Hospitality, Catering and Tourism

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

   a) The delivery note 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 natural/ecological environment of tourism.

   c) Variable costs depend on the development of turnover/sales revenue.

   d) (Business) administration 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.

1 point can be awarded for each definition, provided the examinee selects one of the alternatives provided above. Synonyms of the above terms not mentioned in the correction guide that the correcting teacher deems correct can also be accepted.

2. Provide a brief definition for the following terms. (5 × 1) 5 points

   a) Passive tourism: residents of a given area travel somewhere else for purposes of tourism and spend a portion of their money at their destination / attending sports events as spectators.

   b) Inventory of assets: the accounting of the quantity and value of an enterprise’s assets, tools and resources at a given time.

   c) Micro-environment: the direct environment of the enterprise that directly affects the enterprise’s activities.

   d) Catering production: produces finished or semi-finished dishes from foodstuffs using various kitchen and culinary procedures.

   e) Travel agency: sells travels and services organised by other tour operators directly to passengers.

Answers should be evaluated based on content; we are not looking for solutions that are word-for-word identical to the above. 1 point per definition can be awarded.
3. Give one example for each of the definitions below. (4 × 1) 4 points

a) Pricing methods in catering:
   traditional/calculative/purchasing price-based, new-type/market/modern

b) Hungarian-style dish:
   stuffed cabbage roll, stew-pot goulash, chicken paprikash, stuffed peppers, etc.

c) Voucher:
   delivery note, invoice, receipt, payroll register, inventory sheet etc.

d) The jobs/positions of catering sales:
   waiter, floor manager, clerk, sommelier, bartender, etc.

1 point can be awarded per example for each term. Naturally other solutions deemed correct by the correcting teacher and not mentioned above may also be accepted. No additional points may be awarded for extra examples.

4. Choose the statement most characteristic of the terms indicated and mark your selection by underlining. (3 × 1) 3 points

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.**

Each correct underlining is worth 1 point, only the answers indicated above can be accepted.
5. List the main work processes of catering. Make sure you respect the logical procedural sequence; otherwise your solutions cannot be evaluated. (5 × 1) 5 points

   a) procurement
   b) storage
   c) production
   d) sales
   e) services

Each process is worth 1 point. Only the above answers can be accepted. Points can be awarded only if the sequence is correct.

6. Which of the following terms is the odd one out. Indicate your selection by underlining. Explain your answer. (2 ×1 + 1/) 4 points

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

Explanation: Profit is not a concept related to pricing (cost accounting). / Profit is a factor of profitability.

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

Explanation: The Northern Medium Mountains are not a man-made tourism attraction.

The correcting teacher can also accept explanations that are different from the above, but equally correct. The correct selection accompanied by the correct explanation is worth one point per question.

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

Seasonality manifests itself in the fluctuation of demand, and can occur on a daily, weekly, monthly and yearly basis. It is affected by bank holidays, changing of the seasons, the weather, etc. Its supply includes seasonal components e.g. ice cream, fruits, mulled wine, etc.

There are catering facilities/businesses that are only open for business during certain seasons (e.g. summer).

Some businesses only organise events, e.g. weddings.
We are expecting an answer of 2-3 sentences for the awardable 3 points. Given that this is an elaborative (essay) question, there are several correct answers that may differ from the one provided above. In the case of such answers, it is the correcting teacher’s task to decide how many points will be awarded, however, no more than 3 points in total can be given.

8. Place the following services in their correct category: (6 x 1) 6 points

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

   a) Comfort-type services: cloakroom, table booking, non-cash means of payment

   b) Entertainment-type services: show, show cooking, dancing opportunity

Only the above solutions are to be accepted. Each correct categorisation is worth 1 point.

Basics of Hotel Management

1. Provide a brief definition for the following terms. (4 x 2) 8 points

   a) Suite: a living area with multiple rooms provided to guests, with a larger ground area than normal hotel rooms.

   b) Camping: an area equipped with public utilities and classified into the camping category, which caters to accommodate and provide space for guests arriving with tents or caravans/mobile homes. Such places often also offer lodging in wooden houses and bungalows.

   c) Welcome gifts: useful objects placed in hotel rooms and bathrooms for guests that increase their comfort levels (e.g., stationary, folders, shampoos, sowing kit, etc.). These objects can be used by guests at no extra charge and have advertising value. In the case of VIP guests, these gifts are always more expensive (champagne, flowers, fruit basket).

   d) Entrance hall: the ground floor communal area, where guests arrive to through the main entrance. It is typically not an area where guests stay and linger, but rather pass through and transit.

Answers that are different from the above but which are similar in content may also be accepted and awarded the 2 points each. Partial points can be awarded for insufficient or imprecise answers.
2. Calculate the hotel-related index numbers indicated.  

(2 + 1 + 1 + 1) 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 = \(200 \times 0.2 = 40\) rooms

Number of double rooms = \(200 \times 0.8 = 160\) rooms

(or \(200 - 40 = 160\) rooms)

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

Gross revenue for one day = \(40 \times 8000 + 160 \times 10000 = HUF \ 1920000\)

**c) How does the revenue change if all single rooms are taken, however, only 50% of double rooms are in use?**

Gross revenue = \(40 \times 8000 + 80 \times 10000 = HUF \ 1120000\)

**d) Define the term ‘gross revenue’._

Gross revenue: _includes the values of the services provided and value added tax._

Correct indication of the number of rooms is worth 1 point each; questions a.), b.), c.) d.) are also worth 1 point each, but only if the end-result as well as the method of calculation is correct. No partial points can be awarded and the maximum number of points awardable for the question is 5.

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._

_Doorman_

_In smaller hotels, bellboys can also perform the above tasks, however, the phrasing of the above answer rules out this particular solution. The correct answer is worth 2 points._
4. Find the odd one out in the following list (indicate by underlining) and explain your answer.  

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

Explanation: all of the above are types of costs for hotels, except for the price of the room, which is a source of revenue.

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

Explanation: The kitchen dish-cloth does not come in contact with guests /is not a bathroom textile.

Correct selection is worth 1, correct explanation is worth 2 points. Naturally, partial points may be awarded, but only if the explanation is at least partially correct.

5. Choose and underline the answer from each list that will make the initial statement become true. (4 × 1) 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

Each correct underlining is worth 1 point.
6. Give three typical features, characteristic of casino-hotels. (3 x 1) 3 points

   a) there is a gambling casino operating within the hotel
   b) the hotels interior, equipment and overall quality satisfies luxury requirements and demands
   c) catering for and providing entertainment to guests is of the utmost importance

The correcting teacher can also accept solutions that are different from the above, but equally correct.
Each correct answer is worth 1 point. No additional points can be awarded.

7. Connect the positions, jobs listed below with their corresponding task (assign only one, the most typical task to each job). (3 x 1) 3 points

   1. Food & Beverage Manager  a) Periodical reviewing of menus.
   3. Bell Captain             c) Supervision and coordination of bellboys.

The correct pairings as shown above are each worth 1 point.

8. Complete the following sentences. (2 x 1) 2 points

   a) The Front Office 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 hotel profit and loss statement contains all hotel revenues and expenditures in a pre-determined sequence; shows the hotel’s profit or loss.

The above or equivalent terms should be accepted for 1 point each.
Basics of Marketing

1. Define the following terms. (2 × 2) 4 points

   a) **Micro-environment**: the micro-environment is the direct environment of the enterprise (buyers, guests, tourists, competitors, suppliers).

   b) **Macro-environment**: the macro-environment is the enterprise’s external environment; the demographic, economic, natural, technological, political-legal and socio-cultural variables.

Two points per concept can be awarded for comprehensive definitions. Logically, partial solutions may also be awarded partial points.

2. Find the odd one out in the following list (indicate by underlining) and explain your answer. (2 x /1 + 2/) 6 points

   a) price
   b) product
   c) **target market**
   d) sales channel

Explanation: Target market is not a component of the marketing-mix.

   a) sales promotion

   b) **product development**

   c) advertisement

   d) public relations

Explanation: Product development is not part of promotion / marketing communication / market manipulation.

The correcting teacher can also accept solutions that are different from the above, but equally correct. Correct selection is worth 1 point, and subsequent correct explanation is worth another 2 points.
3. Complete the following statements. (3 x 2 x 1) 6 points

a) The **product** embodies characteristics that serve to satisfy customer demands. In the long-term, the only companies that can increase their **turnover/revenues/market share** and gain significant profits are those that closely follow the changing of market demands.

b) Due to online services provided on the **internet/world wide web** and the possibility of direct purchase and procurement, the role and function of wholesale **decreases**.

c) The beginning of the 1900’s was characterised by the **production-oriented** era. Market demand still **exceeded** supply, and company interests were primarily directed at production. Products were sold without taking market environment into account.

Any of the terms separated by the “/” sign can be accepted as correct as well as synonyms of said terms, however, only 1 point can be awarded per question. Partial points may be awarded, however, no additional points may be given.

4. Explain the essence of direct marketing. Give five significant and relevant statements as part of your answer. 5 points

**Direct marketing is an interactive system of marketing, the objective of which is to generate measurable reactions (response) and/or orders by using one or more advertising tools. This definition places special emphasis on measurable reaction (response), which is typically an order. This is why direct marketing is often also called direct-order marketing.**

The role of direct marketing today has expanded, and emphasis is now on long-term customer relationships (direct relationship marketing). The final objectives of direct marketing campaigns can also be other than direct sales.

**Direct marketing uses a number of varied tools. The most often applied tools and mediums are naturally those that enable direct individual communication (e.g. telephone, mail, etc.).**

**The most frequently used tools:**

- **DM – direct mail,**
- **mail-order trade,**
- **advertising tools that generate a response (e.g. cut-out coupons, toll-free telephone numbers, infomercials, internet bulletins, newsletters and communications).**

Naturally we cannot expect the examinee to give such a detailed answer at intermediate level. All significant and relevant statements are worth 1 point, however the maximum number of awardable points is 5. We should also accept if the examinee lists the most frequently used tools. The naming of each such tool is worth 1 point.

5. Pair up the logically corresponding concepts. Each number should be paired up with one letter. (3 x 1) 3 points

<table>
<thead>
<tr>
<th>1. product lifecycle curve</th>
<th>a) function</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. solvent consumer need</td>
<td>b) demand</td>
</tr>
<tr>
<td>3. printed advertising tool</td>
<td>c) billboard</td>
</tr>
</tbody>
</table>

**These are the correct pairings. Each correct pairing is to be awarded 1 point.**
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. 

(2 x /1 + 2/) 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: trademarks play a crucial role in product identification, and as such have particular significance in marketing.

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: no explanation is needed as the statement is true.

Correct underlining is worth 1, correct explanation is worth 2 points. The correcting teacher should only accept well-founded, logical answers which may differ from those provided above.

7. Complete the following sentences. (3 x 1) 3 points

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

b) Internal PR 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) External PR is the overall system of communication relationships of the company aimed at external environment.

Only these terms are acceptable. All correct answers are worth 1 point.