VENDÉGLÁTÁS-IDEGENFORGALOM ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2012. május 25. 8:00

Az írásbeli vizsga időtartama: 180 perc

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NEMZETI ERŐFORRÁS MINISZTÉRIUM
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.

- 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.

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

a) .................. is the .................. movement of natural persons outside their permanent residence and workplace, the objective of which is not relocation or work.

b) .................. hospitality/catering can be used by anyone: local residents as well as participants in tourism. The number and composition of guests – with the exception of various .................. - is not known in advance.

c) The characteristics of .................. hospitality: businesses are usually closed to the public, the number and composition of guests is known in advance. Examples of these include workplace catering, child and student catering, .................. catering, social homes, penal institutions.

2. HACCP is an acronym, which stands for Hazard Analysis Critical Control Points. HACCP is a system that defines and addresses hazards from a food safety aspect and regulates the methods of prevention, control and elimination. The use of the system has become compulsory as of January 1, 2002, in commercial hospitality, public catering and the production of confectionery and cold buffet products. The HACCP system depends on the technical conditions of the given business, the raw materials used, the technology applied, the qualifications and experience of the workforce, therefore each and every business must create its own system. The task of food safety is to make sure foodstuffs are not harmful and hazardous to consumers when produced and consumed in a given, pre-planned manner.

The goal of the HACCP system is to manage (prevent, eliminate or reduce to an acceptable level) microbiological/biological, chemical and physical hazards that threaten food safety. All hospitality and catering businesses must assess what harmful substances and materials could enter foods and foodstuffs during course of business and what happens to these during the technological process. Substances and materials that are hazardous to human health can enter the production process through physical, chemical or biological channels.

10 points
a) Write 2 examples each for physical, chemical and biological hazards and contaminations. Explain in each case how these can be prevented or eliminated. Make two relevant statements for each.

Physical hazards and contamination:

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

Prevention and elimination:

..............................................................................................................................................................
..............................................................................................................................................................
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Chemical hazards and contamination:

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

Prevention and elimination:

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

Biological hazards and contamination:

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

Prevention and elimination:

..............................................................................................................................................................
..............................................................................................................................................................
b) What are the most frequent reasons and causes that lead to food contamination and poisoning? List four.

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

3. Give 2 examples for each dish type. 5 points

<table>
<thead>
<tr>
<th>Dish types</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td>Cold hors d'oeuvres</td>
<td></td>
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<tr>
<td>Warm hors d'oeuvres</td>
<td></td>
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<tr>
<td>Warm fish dishes</td>
<td></td>
</tr>
<tr>
<td>Vegetable stews, side dishes</td>
<td></td>
</tr>
<tr>
<td>Restaurant prepared warm dough-products</td>
<td></td>
</tr>
</tbody>
</table>

4. Underline the odd one out. Explain your selection. 6 points

wage contribution  
interest  
rent  
price margin

Explanation:

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

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

dishwashing  
handling of waste and food leftovers  
cleaning  
production  
technical and maintenance activities

Explanation:

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

............................................................................................................................
enterprises offering healthcare services
tour operator
travel agency
tourism service office

Explanation:

5. Name the pricing term the following definitions refer to. Write you answer on the dotted line. 4 points

…………………………………………………….: product sales price exclusive of VAT.
…………………………………………………….: net sales price plus VAT.
…………………………………………………….: the price at which the entrepreneur purchases the raw materials required to produce the product.
…………………………………………………….: the indicator used to determine the profit margin, which shows what percentage the profit margin is of the purchase price.

6. The baking loss of a pork chop could be as high as 25%. How many grams of meat will the guest receive if the raw meat was 180 grams? 4 points
7. **How would you describe a good workplace atmosphere? Make four relevant statements. Phrase your thoughts in well structured sentences.** 4 points

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

8. **Define the following terms.** 4 points

Tourist motivation:
…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………

Hosting capacity:
…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………
Basics of Hotel Management

1. Pair up the following accommodation types with their most typical hospitality service. 2 points

1. hotels   a)  tavern
2. motels   b)  Lobby bar
3. tourist hotels  c)  own kitchen
4. rural accommodations d)  campfire spot

2. List four cashier tasks. 4 points

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

3. Indicate whether the statements below are true (T) or false (F). Write the answer after the given statement. 2 points

Apartment hotel units contain areas suitable for self-sustainment.       ........

The classification of domestic hotels is performed by the competent municipality. ........

Health spa hotels must have thermal water.           ........

A hotel’s back office primarily performs administrative activities. ........

4. Complete the following definitions. 3 points

a) ……………………………………………………… is an accommodation type where beds in a room can be sold separately as well.

b) If a hotel employee unintentionally damages hotel property, this is called accidental or …………………………………………………….. damage.

c) ………………………………………….. waste collection helps and promotes the recycling, re-use and shipping away of hotel waste by separating for example plastic, metal and paper waste.
5. Give two examples for each of the hotel services listed below.  
3 points

Beauty services:

Commercial services:

Concierge guest services:

6. Define the following terms.  
5 points

Public utility coverage:

Hotel animation:

Half-board:

Business administration:
7. Write down what the following abbreviations stand for.  
F&B: ……………………………………………………………………………………………
VAT: ……………………………………………………………………………………………

8. The Front Office is one of the most significant work areas of hotels. This is what the following questions are all related to:  
a) The meaning of the term Front Office in hotels is:
……………………………………………………………………………………………………

b) Premises that belong to the Front Office (at least two):
……………………………………………………………………………………………………

c) Tasks that belong to the Front Office (at least four):
……………………………………………………………………………………………………

9. Besides ensuring an appropriate number of staff, in the case of hotels it is also very important to create a stable and permanent employee roster. Explain why and make two relevant statements.  
……………………………………………………………………………………………………

……………………………………………………………………………………………………
10. Underline the odd one out. Explain your selection.  4 points

- filling out the Cardex
- management of account settlement
- checking the registration sheet
- handing over the room key

Explanation:

-----------------------------------------------------------------------------------
-----------------------------------------------------------------------------------

revenue
profit
cost
staff number

Explanation:

-----------------------------------------------------------------------------------
-----------------------------------------------------------------------------------
Basics of Marketing

1. Define the following terms 3 points

Micro-environment:

Image:

Market segment:

2. Place the correct relational operator (>, =, <) between the concept pairs by taking the aspect given into account. 4 points

Possibility of feedback: Questionnaire sent by post ….. Personal query
Sales promotion effect: Personal sales ….. PR
Labour requirement of information acquisition: Secondary research ….. Primary research
Length of the sales channel: Classic route ….. Artificial route

3. Underline the odd one out. Explain your selection. 2 points

price
product
demand
sales channel

Explanation:

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

.................................................................
sales promotion
product development
advertising
Public Relations

Explanation:

4. What factors influence the pricing and hospitality and the hotel industry? (What do sales prices depend on?) List six.

1. ........................................................................................................

2. ........................................................................................................

3. ........................................................................................................

4. ........................................................................................................

5. ........................................................................................................

5. Complete the following definitions

...................................................................................... is the activity aimed at gathering in-depth information on the market; and at uncovering and forecasting market events and correlations.

...................................................................................... is when a company determines its place with respect to a given product on a given market and makes its customers aware of this.

The product life cycle curve is the curve that describes the sales of the product over

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

...................................................................................... is a written and expressed concept that records a company’s long-term objectives and intentions, assigns available resources to these objectives and intentions and provides an action plan required to achieve these goals.
6. **Consumer behaviour is influenced by several factors. List these on the basis of the examples provided. Complete the data missing from the table.**  

<table>
<thead>
<tr>
<th>Factors influencing consumer behaviour</th>
<th>Examples of factors influencing consumer behaviour</th>
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<tbody>
<tr>
<td>traditions</td>
<td>holidays</td>
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<td>reference group</td>
<td>roles</td>
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<td>age</td>
<td>profession</td>
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<tr>
<td>attitude</td>
<td>personality</td>
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</table>

7. **What guest or customer do the descriptions below describe? Write your answer on the dotted line.**  

Is characterised by spur of the moment purchasing behaviour. His/her purchases are generally directed at low value products. The purchase is often made as a result of emotional factors.

…………………………………………………………………………………………

Buyer with a routine behaviour, who behaves according to a programme learned, and therefore gives up looking for novelty and innovation. Brand loyalty is very typical in this particular group.

…………………………………………………………………………………………

8. **Describe the process of market research. Pay attention to the correct order.**  

1. ……………………………………………………………………………

2. ……………………………………………………………………………

3. ……………………………………………………………………………

4. ……………………………………………………………………………
9. We speak of price differentiation if the same product is sold at different prices. Two examples of this are early payment discount (skonto) and rebate. What are the similarities and differences between these two price differentiation tools? 3 points

Similarity:

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

Difference:

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

10. Define and explain Corporate Identity as well as its tasks and the significance of creating it. Make three relevant statements. 3 points

The definition of Corporate Identity:

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

Its task:

……………………………………………………………………………………………………
……………………………………………………………………………………………………
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The significance of creating Corporate Identity:

……………………………………………………………………………………………………
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<th>Topic</th>
<th>Question number</th>
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<td>Basics of Marketing</td>
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**Test questions Points scored in written examination 100**

Correcting teacher

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

Teszt jellegű feladatok/ Test questions

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<tr>
<th>pontszáma egész számra kerekítve/ Points rounded to a whole number</th>
<th>programba beírt egész pontszám/ Points (whole number) entered into programme</th>
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</table>

javító tanár/ Correcting teacher                                    jegyző/ Notary

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