ÉRTESESÉGI VIZSGA • 2012. május 25.

VENDÉGLÁTÁS-IDEGENFORGALOM ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

NEMZETI ERŐFORRÁS MINISZTÉRIUM
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 this is specifically indicated. The scores thus given can only be whole numbers.
Basics of Hospitality, Catering and Tourism

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

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

   b) **Open** 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 events – is not known in advance.

   c) The characteristics of **closed/public catering** 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, **hospital** catering, social homes, penal institutions.

   Evaluation: each two correct terms can be awarded 1 point; no half points can be awarded. In case of an uneven number of correct solutions, the correcting teacher should round down. The examinee may replace the above terms with synonyms.

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. (3 x 2) 6 points

   Physical hazards and contamination: hair, buttons, jewellery, glass shards, contamination by bugs and rodents, pebbles, stones, nails, screws, packaging materials, pieces of food preparation tools, etc.

   Prevention and elimination: adherence to personal hygiene regulations, certification and thorough selection of suppliers, close inspection and thorough preparation of raw materials, etc.
Chemical hazards and contamination: *contamination already present on raw materials prior to shipping, incorrect storage and use of cleaning agents and sanitizers, negligent use of pesticides, chemical substances dissolving from packaging and entering foods, over-dosage of additives.*

Prevention and elimination: *chemicals should be stored separately in accordance with regulations, adherence to dosage requirements of cleaning agents and sanitizers as well as additives, etc.*

Biological hazards and contamination: *presence of microorganisms (bacteria, viruses) on raw materials upon receipt or during preparation. Salmonella infection of eggs or raw meat on reception; bacteria and viruses that spread through soil contamination and which appear on fruits and vegetables. During preparation, these same microorganisms could enter foods via sick employees, contaminated hands, contaminated kitchen utensils and appliances, dishes, or from the air, soil, water, etc.*

Prevention and elimination: *appropriate washing, sanitising; correct indication and use of production areas, separation of the tools of production and sales, adherence to standards of hygiene, separation of the routes of raw materials and finished goods, proper refrigeration and hot-holding, regulation of waste collection and management, etc.*

*Evaluation:* Each 2 correct examples and statements can be awarded 1 point. Half points cannot be awarded. In case of an uneven number of correct solutions, the correcting teacher should round down.

b) What are the most frequent reasons and causes that lead to food contamination and poisoning? List four. 4 points

1. Procurement of non-appropriate goods
2. Warming, thawing and contamination of goods during transport
3. Not storing products at the proper temperature
4. Storing products for too long

Also acceptable: unrefrigerated storage of products that require refrigeration, expiration of shelf-life, non-adherence to requirements of auxiliary activities: personal hygiene, waste management, pest and rodent control, etc. Each correct statement should be given 1 point. Partial points (whole numbers) may be awarded. In case of an uneven number of correct solutions, the correcting teacher should round down!
3. Give 2 examples for each dish type.  

<table>
<thead>
<tr>
<th>Dish types</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cold hors d'oeuvres</td>
<td>Caesar salad</td>
</tr>
<tr>
<td>Warm hors d'oeuvres</td>
<td>Hortobágy pancakes with meat</td>
</tr>
<tr>
<td>Warm fish dishes</td>
<td>Fish soup with carp</td>
</tr>
<tr>
<td>Vegetable stews, side dishes</td>
<td>Lentil stew</td>
</tr>
<tr>
<td>Restaurant prepared warm dough-products</td>
<td>Plum dumplings</td>
</tr>
</tbody>
</table>

**Evaluation:** Each 2 correct answer can be awarded 1 point. A total of 5 points can be given. If the examinee only writes a single example into the empty field, no points can be awarded. Naturally answers that are different from the above, but nonetheless correct can also be accepted.

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

- wage contribution
- interest
- rent
- **price margin**

**Explanation:** the price margin covers costs and profit, while the others belong to the enterprise’s costs.

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

**Explanation:** production is a primary process, while the others belong to auxiliary/supplementary processes and activities.

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

**Explanation:** enterprises offering healthcare services are performing tourism activities indirectly, while the others directly.

**Evaluation:** Correct underlining and explanation are worth 1 point each. The correcting teacher may also accept other professionally sound solutions and explanations.
5. Name the pricing term the following definitions refer to. Write your answer on the dotted line. (4 x 1) 4 points

**Net sales price**: product sales price exclusive of VAT.
**Gross sales price**: net sales price plus VAT.
**Purchase price / gross purchase price**: the price at which the entrepreneur purchases the raw materials required to produce the product.
**Mark-up**: the indicator used to determine the profit margin, which shows what percentage the profit margin is of the purchase price.

*Evaluation*: Only the above answers or their synonyms can be accepted for 1 point each.

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? (2 x 2) 4 points

**Step 1: calculate the loss of weight**
Loss of weight = gross weight of product x baking loss / 100
Loss of weight = 180 x 25 / 100 = 45 grams

**Step 2: calculate net weight of product**
Net weight of product = gross weight of product - loss of weight
Net weight of product = 180 - 45 = 135 grams

*Evaluation*: Each correctly calculated step is worth 2 points. If the examinee chooses a different order and a different calculation method, but the answer is correct, the 4 points may be awarded.

7. How would you describe a good workplace atmosphere? Make four relevant statements. Phrase your thoughts in well structured sentences. 4 points

*In a good workplace atmosphere and environment, employees like their jobs and are happy doing it. They are well aware of the use of their work and readily accept difficulties too. They are familiar with the company’s objectives and their role in achieving these. They are glad to identify with the company’s interests and philosophy.*

*Evaluation*: all creative and professionally sound answers can be accepted for the 1 point per statement, however, the examinee cannot get more than 4 points, even if he/she has made more than 4 statements.

8. Define the following terms. (2 x 2) 4 points

**Tourist motivation**: travel intentions that encourage people to participate in tourism as well as the goals that tourist want to achieve.

**Hosting capacity**: the totality of all specifically established facilities and service provision opportunities that enable the development of tourism attraction and guarantee the various conditions of the stay of tourists. / Shorter name: tourism infrastructure.

*Evaluation*: The 2 points each can be awarded only if the examinee’s answer is identical to the above in terms of content. Partial points (whole numbers) may be awarded.
Basics of Hotel Management

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

1. hotels  
2. motels  
3. tourist hotels  
4. rural accommodations

a) tavern  
b) Lobby bar  
c) own kitchen  
d) campfire spot

Evaluation: Only the solutions 1-b, 2-a, 3-d, 4-c answers can be accepted as correct. Each 2 correct answers can be awarded 1 point. In case of an uneven number of correct solutions, the correcting teacher should round down.

2. List four cashier tasks. (4 x 1) 4 points

1. Opening accounts  
2. Managing account settlement  
3. Charging of accounts  
4. Issuing of vouchers/coupons

Also acceptable: accounting of payment media, safekeeping of valuables, giving out guest credit, currency exchange, balancing of accounts, monitoring of internal credit, stocking up cash on hand, accounting/checking of revenues, etc.

Evaluation: Each correct answer is worth 1 point each. The correcting teacher may also accept other professionally sound solutions.

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. $T$

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

Health spa hotels must have thermal water. $F$

A hotel’s back office primarily performs administrative activities. $T$

Evaluation: Each 2 correct answers can be awarded 1 point. Only the above solutions can be accepted. In case of an uneven number of correct solutions, the correcting teacher should round down!

4. Complete the following definitions. (3 x 1) 3 points

a) Hostel 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 negligent damage.

c) Selective waste collection helps and promotes the recycling, re-use and shipping away of hotel waste by separating for example plastic, metal and paper waste.

Evaluation: Only the above terms can be given the 1 point per definition.
5. Give two examples for each of the hotel services listed below. (3 x 1) 3 points

Beauty services: hairdresser, cosmetic treatments, manicure, pedicure, other beauty treatments
Commercial services: clothing (boutique), souvenir (shop), newsagent, tobacconist, flower-shop, sale of perfumery, jewellery, postal goods, sporting goods etc.
Concierge guest services: theatre tickets, transport tickets, visa administration, grocery shopping, etc.

Evaluation: Each two correct services can be given 1 point. The correcting teacher may also accept other professionally sound solutions. In case of an uneven number of correct solutions, the correcting teacher should round down!

6. Define the following terms. (5 x 1) 5 points

Public utility coverage: basic coverage required for operation, such as electricity, heating, water supply, sewage, telecommunication.
Hotel animation: servicers, activities, programmes that ensure meaningful and entertaining leisure time for hotel guests. The primary objective of hotel animation is to encourage guests to pass their holidays with active recreation. Animators create, plan and organise activities for them. These programmes are usually playful sports competitions or funny quizzes during the day, and entertaining shows in the evening and at night.
Half-board: a provision type accompanying accommodation which includes breakfast and a main meal (usually dinner).
Business administration: a data processing activity, which ensures records necessary for operation and enables settlement and book-keeping.
Organisational structure: The system of organisational units and jobs of enterprises, that shows the organisation’s separate units and entities, their relationship with one another/Shows the hierarchical structure of the enterprise’s units and entities.

Evaluation: The 1 point each can be awarded only if the examinee’s solution is identical to the above in terms of content. Partial points (whole numbers) may be awarded.

7. Write down what the following abbreviations stand for. (2 x 1) 2 points

F&B: the food and beverage department of hotels/food and beverage sales points in hotels
VAT: value added tax

Evaluation: Answers similar to the above in content can be accepted for 1 point each.
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: 
   **ground-floor work area**

b) Premises that belong to the Front Office (at least two): 
   **foyer, hall, (Lobby), possibly Business centre**

c) Tasks that belong to the Front Office (at least four): 
   **FO manager, receptionist/receptionist clerk, concierge, cashier, doorman, busboy, boy etc.**

   Evaluation: In each of the three cases above, the 1 point per answer can be awarded only if the examinee has given the appropriate number of answers required and they are professionally sound.

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. 

   In terms of work performance, well-integrated employees who are accustomed to each other usually perform better; they cooperate, they work faster and more efficiently. Very often, they are able to perform their tasks without direct supervision. Managers are more familiar with the abilities and backgrounds of such employees. Frequently rotating staff cannot perform independently and at full value as they are not familiar with surroundings and each other. Returning guests like to see familiar faces and often insist on dealing with the same staff members. Frequent rotations and changes in the staff shed a negative light on the hotel.

   Evaluation: The 2 available points can be awarded if the examinee has made two relevant statements. Answers different from the above, but nonetheless correct can also be accepted. Partial points may be awarded.

10. Underline the odd one out. Explain your selection. 

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

   Explanation: the above activities are related to guest arrival; however, the management of account settlement is a step of guest departure

   revenue
   profit
   cost
   **staff number**

   Explanation: the above concepts are related to the profit and loss statement, while the staff number is related to the organisation of work or staff management.

   Evaluation: The correcting teacher may also accept other professionally sound explanations. Correct selection and explanation are each worth 1 point per question.
Basics of Marketing

1. Define the following terms. (3 x 1) 3 points

Micro-environment: the micro-environment is the direct and immediate environment of the enterprise; buyers, guests, tourists, competitors, suppliers, etc.

Image: the totality of perceptions and ideas that a person or group has about a given person, product or company.

Market segment: a homogeneous group of market demand that from certain aspects has identical/very similar characteristics.

Evaluation: The 1 point per answer can only be awarded if the examinee’s answer is professionally sound, similar to the above in terms of content. Partial points (whole numbers) may be awarded.

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

Evaluation: Each. Only the above answers can be accepted. Partial points may be awarded.

3. Underline the odd one out. Explain your selection. (2 x 1) = 2 points

price
product
**demand**
sales channel

Explanation: demand is not an element of the marketing mix.

sales promotion
**product development**
advertising
Public Relations

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

Evaluation: The correcting teacher may also accept other professionally sound solutions. The 1 point per solution can only be awarded if selection and explanation are both correct.
4. What factors influence the pricing and hospitality and the hotel industry? (What do sales prices depend on?) List six.  

- The quality level of the business, hotel
- The width and depth of product selection
- The competition’s pricing policy
- Site location of the business
- The guests’ price sensitivity
- Seasonality

Evaluation: The correcting teacher may also accept other professionally sound solutions. E.g. cost rates, business policy goals of the enterprise, etc. Each 2 correct answers can be awarded 1 point. In case of an uneven number of correct solutions, the correcting teacher should round down!

5. Complete the following definitions.  

- Market research is the activity aimed at gathering in-depth information on the market; and at uncovering and forecasting market events and correlations.
- Product positioning 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 time.

- Marketing strategy 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.

The above terms can be accepted for 1 point each.

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>
</tr>
</thead>
<tbody>
<tr>
<td>cultural factors</td>
<td>traditions</td>
</tr>
<tr>
<td>social factors</td>
<td>reference group</td>
</tr>
<tr>
<td>individual factors</td>
<td>age</td>
</tr>
<tr>
<td>psychological factors</td>
<td>attitude</td>
</tr>
</tbody>
</table>

Evaluation: Only the factors above or their synonyms can be accepted for 1 point each. Partial points may be awarded.
7. What guest or customer do the descriptions below describe? Write your answer on the dotted line. 

(2 x 1) 2 points

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

**impulse consumer/buyer/guest**

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.

**habitual consumer/buyer/guest**

*Evaluation: Only the above terms or their synonyms can be accepted for 1 point each.*

8. Describe the process of market research. Pay attention to the correct order. 2 points

1. Defining the problem
2. Development of the research plan
3. Gathering and collection of data
4. Utilisation and verification

*Evaluation: The two points can be awarded if the order is also correct. We are not looking for word for word solutions, but the examinee’s solution must be identical to the above in terms of content. If the order is incorrect, but the examinee has named the steps correctly, 1 point should be given.*

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:** both mean price discounts.

**Difference:** The early payment discount is a discount for buyers who pay immediately, while rebate is a quantity discount, that is, a price discount for those who buy in bulk.

*Evaluation: Similarity should be awarded 1 point, while difference 2 points. The examinee’s solution must be identical to the above in terms of content.*
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:

Corporate Identity is the planned, consciously and continuously used elements of the internal and external self-portrayal, behaviour and manifestation of a given company or enterprise.

Its task:

To create the self-identity, persona of the organisation, and to distinguish it from other organisations. All organisations strive to acquire an identity that is wholly unique, individual and which cannot be confused with that of another organisation. The identity is the totality of planned, consciously and continuously used manifestations of the company.

The significance of creating Corporate Identity:

A uniform and single corporate identity is created during the building of the company image at the corporate level. Companies and enterprises must develop and plan an identity that conforms well to market conditions, is modern and permanent, but certain elements of which can be expanded, supplemented or flexibly shaped.

Evaluation: The examinee can be given the three points only if he/she makes 3 different and relevant statements. The correcting teacher may also accept different, but nonetheless professionally sound solutions.