ÉRETTSÉGI VIZSGA • 2013. május 23.

VENDÉGLÁTÁS-IDEGENFORGALOM ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2013. május 23. 8:00

Az írásbeli vizsga időtartama: 180perc

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EMBERI ERŐFORRÁSOK MINISZTÉRIUMA

Név: ........................................................... osztály:......
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. The following questions are related to the business administration of hospitality. 2 points

a) Define business administration.

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

b) Name three tasks of business administration.

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

2. Select the odd one out. Explain your decision. 4 points

- selection of procurement sources
- implementation of specific tasks related to the management of stored goods
- determining the types of goods to order
- assessing the quantities to order

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

- waiter
- hospitality and catering sales person
- bartender
- cook’s helper

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

- diplomatic trip
- study trip
- adventure tourism
- attending a congress or conference

Explanation: .................................................................................................................................
......................................................................................................................................................
3. Complete the following sentences with the appropriate terms.  

3 points

................................................................................. is the factor of uncertainty that necessarily accompanies entrepreneurial activity and which includes the possibility of losses.

The ......................................................................... is the specific and definable area from where visitors depart and to where they return after a temporary stay away.

A ......................................................................... is a plan that describes and determines the implementation of a task (e.g. an event).

4. The following questions are related to tourism demand.  

8 points

a) Place the pairs into the correct category.

satisfied, unsatisfied
open, latent
defined, undefined

According to manifestation: .................................................................

According to realisation: .................................................................

According to objective: .................................................................

b) List three characteristics of tourism demand.

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

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

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

c) Explain the essence of discretionary income.

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

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

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

5. Define the following terms. 2 points

Storage: ........................................................................................................................................
................................................................................................................................................
................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

Active tourism: ............................................................................................................................
................................................................................................................................................
................................................................................................................................................
................................................................................................................................................
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6. The following questions are related to the material and personnel conditions of hospitality. 4 points

a) Complete the following statements with the appropriate terms related to stocks.

Stocks are assets that are part of ............... which can be stored and measured using quantitative indicators.

The most typical types of stocks are ............... and ............... 

b) Name three behavioural requirements that people working in the hospitality industry must meet.

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

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

3. .................................................................................................................................
7. The following activities belong to various production phases of hospitality catering. Write the correct letters after the corresponding phases. 3 points

Pre-cooking phase: .................................................................
Cooking phase: .................................................................
Finishing operations: ..............................................................

a) selection, b) heat treatments (boiling, frying), c) cleaning, d) preparation for delivery, e) hot holding, f) shaping

8. Name the terms defined below. 3 points

..................................................: The legal tender of a country that is considered foreign. / The legal tender of a given country in the money circulation of another country. / Cash in a foreign currency.

..................................................: Substitute money, receivables denominated in the currency of a foreign country payable abroad; debt denominated in a foreign currency. Its forms could include: cheque, bill of exchange, letter of credit, assets on current account.

..................................................: A kind of tax levied by the state on goods crossing their customs borders. On the one hand, its goal is to increase state revenues, and on the other, to regulate the country’s economy: to influence the structure and price of goods on the market of the given country, and most often to protect domestic products and producers.

9. Complete the following sentences related to the development of tourism with the names of the correct historical eras (e.g. Contemporary History). 3 points

In ......................................., travellers found accommodations and hospitality through guest rights and guest-friends. By the end of the ........................................, well-equipped inns appeared. In ........................................, the independent hotel industry and hospitality were established.
10. What requirements does effective workplace communication have to meet? Make three relevant statements. 3 points

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

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

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

11. The following questions are related to food spoilage and infection. 5 points

a) The various micro-organisms require certain basic conditions to reproduce and thrive. With respect to foodstuffs, which qualities are mainly responsible for food spoilage and infection? Underline the answers you think are correct.

protein content: high /low
water content: high /low
sugar content: high /low

b) Select the section missing from the statement from the list below.

0 °C –30 °C
10 °C–60 °C
50 °C–90 °C

The various micro-organisms are able to survive within certain temperature limits. In terms of food safety, temperatures between ................. °C are considered to be in the “dangerous” range.

c) What food preservation procedures can be applied in order to avoid food spoilage? Name the procedures using the examples provided.

1. .................................................................: desiccation, drying, concentration

2. .................................................................: pasteurisation, sterilisation

3. .................................................................: quick-freezing, deep-freezing, lyophilisation
1. The following questions are related to hotel guest rooms. 4 points

a) Group the furniture, fittings, textiles and auxiliary equipment belonging to the various areas of a guest room.

luggage holder, mini-bar, trouser press, bidet, bath-mat, airer, hangers, curtain, night stand, massaging shower head, lamp, waste basket

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<tr>
<th>Room area</th>
<th>Bathroom</th>
<th>Both</th>
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b) What type of toiletries can a hotel place in guest bathrooms? List four!

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

2. Complete the following sentences with the appropriate terms. 2 points

The .............................................................. in hotels is the ensuring of the conditions of the activities, the proper coordination of these activities, and the establishment of the work process and the work structure.

The .............................................................. of hotels (or enterprises in general) is the system of organisational units and jobs that shows the organisation’s separate units and entities, their relationship with one another as well as hierarchical structures.
3. Place the following jobs into the appropriate category.  3 points

assistant manager, houseman, chamber maid, reservation manager, driver  
(management of transfers), legal adviser, business centre hostess, secretary, cleaning lady

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<th>Management jobs</th>
<th>Front Office jobs</th>
<th>Housekeeping jobs</th>
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4. The following questions are related to the business administration of hotels.  2 points

a) Define operating settlement.

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

b) List the objectives of operating settlement. Make two relevant statements.

1. ...................................................................................................................................................
2. ...................................................................................................................................................

5. Decide whether the following statements are true or false. In case of false statements, explain your decision. No explanation is required for true statements.  4 points

a) In the case of direct costs, it is impossible to determine in connection with which activity or product they have been incurred.

True/ False

Explanation: ..................................................................................................................................
......................................................................................................................................................
b) The profit and loss statement shows the revenue the entrepreneur keeps and also determines profits after taxes.

True/False

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

c) In a functional organisational structure, the organisation has a single leader and everyone receives instructions from him/her.

True/False

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

d) In the case of deliberate damage caused by an employee, the employee must reimburse the hotel for the full amount of damages.

True/False

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

6. The following questions are related to property protection. 2 points

a) Define property protection.
.......................................................................................................................................................
.............................................................................................................................................................

b) List two areas of property protection.

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

2. .................................................................................................................................
7. Sum up the importance of handling guest complaints.
Make two relevant statements.  
2 points

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8. When providing hotel services, damages caused by guests must also be taken into account.
5 points

a) List three ways that damages caused by guests can be recovered or reimbursed or how non-payment can be avoided.

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

b) Select one of the three possibilities and explain it in more detail.

..................................................................................................................................................
..................................................................................................................................................
..................................................................................................................................................
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9. The following questions are related to economic competition.
3 points

a) Explain the essence of economic competition.

..................................................................................................................................................
..................................................................................................................................................
..................................................................................................................................................
..................................................................................................................................................
b) What tools and methods do you consider appropriate and expedient to increase turnover in economic competition? Name three.

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

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

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

10. The following statements are incorrect and you have to correct them.  3 points

a) The persons responsible for the management of business documents or authorised to issue such business records must keep records of all such documents and records.

Correctly:

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

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

b) The attendance sheet is a financial (cash flow) record.

Correctly:

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

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

c) The objective of the inventory of assets is to hold employees financially responsible for assets accountable.

Correctly:

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

..................................................................................................................................................
1. Define the following terms. 4 points

a) Demand: ...........................................................................................................................
...........................................................................................................................................

b) Supply: ............................................................................................................................
............................................................................................................................................... 

c) Price: ................................................................................................................................
................................................................................................................................................

d) Brand: ..............................................................................................................................
................................................................................................................................................

2. Underline the odd one out and explain your answer. 8 points

a) price
product
target market
sales channel

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

b) introduction
product development
decline/continuance
growth

Explanation:............................................................................................................................
................................................................................................................................................
c) advertisement published in a daily newspaper
television advert
advertisement screened at the cinema
internet

Explanation:


d) demand-oriented pricing
employee-oriented pricing
competition-oriented pricing
cost-oriented pricing

Explanation:


3. Complete the following statements. 4 points

a) Only enterprises that continuously observe and monitor the changing and development of market needs can increase their ............................................. in the long-term and achieve significant profit.

b) The .................................... sales route is a one-stage process, where the producer sells the goods directly to the consumer, guest.

c) ............................................................... is the exterior cover of the product which is a separate and separable element of the product. It basically has a dual role: promotion of sales and the protection of the product (logistical function).

d) ............................................................... is part of PR; the one-time or regular supporting of an event, institution/organisation with financial or in-kind support.
4. Sum up the essence and types of direct marketing. Make five relevant statements.  
5 points

5. Put the steps of target marketing in their correct order. Write the correct letter next to the corresponding number. 1 point

1. ..............................................  a) Positioning
2. ..............................................  b) Selection of target markets
3. ..............................................  c) Segmentation

6. Decide whether the following statements are true or false. Indicate by underlining. In case of false statements, explain your decision. No explanation is required for true statements. 3 points

a) The target groups of internal PR are guests and suppliers.  
  True – False
  Explanation: .................................................................................................................................

b) The marketing research system is part of the marketing information system.  
  True – False
  Explanation: .................................................................................................................................
c) An advertisement has a long-term effect; communication is two-way, which means there is typically feedback received.

True – False

Explanation:


7. List the five stages (phases) of the purchase decision. Make sure you pay attention to the correct order.  

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

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

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

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

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

8. According to the rules of protocol what regulations or recommendations apply to the office dress code of men? Make three relevant statements.

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

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

3. .................................................................
Vendéglátás-idegenforgalom alapismeretek angol nyelven — középszint

Név: ........................................................... osztály:......
Vendéglátás–idegenforgalom alapismeretek
angol nyelven — középszint

Név: ........................................................... osztály:......
### Test questions

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<th>Achieved score</th>
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**Correcting teacher**

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

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Pontszáma egész számra kerekítve /Points rounded to a whole number

Programba beírt egész pontszám /Points entered into programme

Teszt jellegű feladatok /Test questions

javitó tanár /Correcting teacher

jegyző /Notary

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