VENDÉGLÁTÁS-IDEGENFORGALOM ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA
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. The following questions are related to the business administration of hospitality.

   (1 + 1 = 2 points)

   a) Define business administration.  

   Business administration is the organisation, management and control of the various activities of an enterprise through organisational regulations. / Work related to and involving record-keeping, calculation and writing. / Business administration provides the organised order within company administration; therefore, it manages affairs related to the operation and activities of administration.

   Evaluation: We are not looking for word-for-word definitions. The correcting teacher may accept other relevant answers that are in line with the above in terms of content.

   b) Name three tasks of business administration.  

   1. preparation of documents, business records
   2. inventory
   3. control

   Evaluation: Also acceptable: accounting, operational settlement, business correspondence, preparation of scripts. The one point can only be awarded if the examinee correctly names three areas.

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

   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: The implementation of specific tasks related to the management of stored goods is a storage responsibility, while the others are activities related to procurement.

   waiter
   hospitality and catering sales person
   bartender
   cook’s helper

   Explanation: The cook’s helper is a production job, while the others are sales jobs.

   diplomatic trip
   study trip
   adventure tourism
   attending a congress or conference

   Explanation: Adventure tourism is part of recreational tourism, while the others are part of MICE (meetings, incentives, conferencing, exhibitions) tourism.
3. Complete the following sentences with the appropriate terms.  3 points

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

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

A **script** 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.  (3 + 3 + 2 = 8 points)

a) Place the pairs into the correct category.  3 points

satisfied, unsatisfied
open, latent
defined, undefined

According to manifestation: **open, latent**.
According to realisation: **satisfied, unsatisfied**.
According to objective: **defined, undefined**.

Evaluation: Each correct placement can be awarded 1 point.

b) List three characteristics of tourism demand.  3 points

1. of a complex nature
2. varied
3. flexible

Evaluation: also acceptable: periodical, weather-dependent, sensitive to price changes, sensitive to changes of income, sensitive to political and economic situations, etc. The correcting teacher can also accept other relevant solutions. No additional points may be awarded.
c) Explain the essence of discretionary income.  

Discretionary income is the income available to the guest after basic needs have been satisfied. This income can then be spent on tourism services and hospitality.

5. Define the following terms.  

Storage: The safekeeping and storing of goods in a safe location, in an environment that will not cause changes in either the quality, or the quantity of the items.

Active tourism: With respect to a given country or a given region, it refers to inbound travellers and arriving visitors, who are looking to satisfy their needs, therefore act as consumers and spend money.

Evaluation: We are not looking for word-for-word solutions. The correcting teacher may also accept other solutions deemed correct that are in line with the above in terms of content.

6. The following questions are related to the material and personnel conditions of hospitality.  (3 + 1 = 4 points)

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

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

The most typical types of stocks are materials and goods.

Evaluation: Each correct answer is worth 1 point. Partial points may be awarded.

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

1. good demeanour  
2. moderate behaviour  
3. good manners

Evaluation: Also acceptable: e.g. being polite, as well as other relevant answers deemed correct by the correcting teacher. Three correct answers may be awarded the 1 point. No partial or additional points may be awarded.

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

Pre-cooking phase: a), c)  
Cooking phase: b), f)  
Finishing operations: d), e)

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

Evaluation: The 1 point per answer can be awarded if the examinee correctly indicated both activities per production phase. Partial points may be awarded.
8. Name the terms defined below. 3 points

**Foreign currency:** 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.

**Foreign exchange:** 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.

**Duty/Cust ums duty:** 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.

*Evaluation: Each correct answer is worth 1 point. Only the above solutions may be accepted.*

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 *Ancient History*, travellers found accommodations and hospitality through guest rights and guest-friends.

By the end of the *Middle Ages*, well-equipped inns appeared.

In *Modern History*, the independent hotel industry and hospitality were established.

*Evaluation: Each correct answer is worth 1 point. Only the above terms can be accepted.*

10. What requirements does effective workplace communication have to meet? Make three relevant statements. 3 points

1. *clarity, distinctness*
2. *conciseness*
3. *genuineness*

*Evaluation: Also acceptable: liveliness, should sound good, variety. The correcting teacher may also accept other solutions deemed relevant and correct. Each correct answer is worth 1 point.*

11. The following questions are related to food spoilage and infection. (1 + 1 + 3 = 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.

<table>
<thead>
<tr>
<th>Quality</th>
<th>Controlled as high</th>
<th>Controlled as low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein content</td>
<td>high</td>
<td>low</td>
</tr>
<tr>
<td>Water content</td>
<td>high</td>
<td>low</td>
</tr>
<tr>
<td>Sugar content</td>
<td>high</td>
<td>low</td>
</tr>
</tbody>
</table>

*Evaluation: The one point can be awarded only if the examinee has underlined the correct answer in all three cases.*
b) Select the section missing from the statement from the list below. 1 point

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 10-60 °C are considered to be in the “dangerous” range.

Evaluation: Only the above solution may be accepted.

c) What food preservation procedures can be applied in order to avoid food spoilage? Name the procedures using the examples provided. 3 points

1. dehydration: desiccation, drying, concentration
2. heat treatment: pasteurisation, sterilisation
3. heat extraction: quick-freezing, deep-freezing, lyophilisation

Evaluation: The three points may be awarded if the examinee has named all three categories correctly or has paraphrased them.

Basics of Hotel Management

1. The following questions are related to hotel guest rooms. (3 + 1 = 4 points)

a) Group the furniture, fittings, textiles and auxiliary equipment belonging to the various areas of a guest room. 3 points

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

<table>
<thead>
<tr>
<th>Room area</th>
<th>Bathroom</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>luggage holder</td>
<td>bidet</td>
<td>hangers</td>
</tr>
<tr>
<td>night stand</td>
<td>massaging shower head</td>
<td>lamp</td>
</tr>
<tr>
<td>mini-bar</td>
<td>bath-mat</td>
<td>curtain</td>
</tr>
<tr>
<td>trouser press</td>
<td>airer</td>
<td>waste basket</td>
</tr>
</tbody>
</table>

Evaluation: The one point may only be awarded if the examinee has correctly placed each item in the corresponding category. Partial points may be awarded.

b) What type of toiletries can a hotel place in guest bathrooms? List four. 1 point

1. pre-packaged soap
2. bath foam
3. toothbrush glass
4. bath-cap

Evaluation: Also acceptable: cosmetic wipe, shampoo, sanitary towel bag, dental floss, etc. Other, professionally sound solutions may also be accepted. The examinee may be awarded the 1 point if he/she lists four toiletries. No additional points may be awarded.
2. Complete the following sentences with the appropriate terms. 2 points

The **organisation of work** / **work organisation** 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 **organisational structure** 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.

*Evaluation*: Any of the terms separated by the “/” sign can be accepted. One point can be awarded for the correct answer.

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

<table>
<thead>
<tr>
<th>Management jobs</th>
<th>Front Office jobs</th>
<th>Housekeeping jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>assistant manager</td>
<td>reservation manager</td>
<td>houseman</td>
</tr>
<tr>
<td>secretary</td>
<td>driver (management of transfers)</td>
<td>chamber maid</td>
</tr>
<tr>
<td>legal adviser</td>
<td>business centre hostess</td>
<td>cleaning lady</td>
</tr>
</tbody>
</table>

*Evaluation*: The one point per answer can be awarded only if the examinee has placed each job into the appropriate group. Partial points may be awarded.

4. The following questions are related to the business administration of hotels. (1 + 1 = 2 points)

a) Define operating settlement. 1 point

*The second phase of information flow used in hotel business administration. Its task is to show guest payables, the financial settlement of these payables and the accounting of these revenues.*

*Evaluation*: We are not looking for word-for-word definitions. The correcting teacher may also accept other correct solutions in line with the above.
b) List the objectives of operating settlement. Make two relevant statements.  1 point

1. To show the amounts guests owe.
2. To ensure the collection on payables

Evaluation: Also acceptable: aggregation of hotel revenues, etc. The one point can be awarded only if the examinee has determined two objectives. Points may be awarded in case of synonyms or answers that are similar to the above in terms of content.

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: The statement is true for indirect costs.

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: The definition refers to the linear organisational structure.

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: -

Evaluation: The one point can be awarded only if the explanation is also correct. Underlining does not merit a point in itself.
6. The following questions are related to property protection. (1 + 1 = 2 points)

a) Define property protection. 1 point

*Measures aimed at preventing property damages.*

Evaluation: We are not looking for word-for-word definitions; answers in line with the above in terms of content may also be accepted.

b) List two areas of property protection. 1 point

1. Protection of the owners’ property
2. Protection of the guests’ property

Evaluation: Also acceptable: protection of the property of the staff. A maximum of two correct solutions can be awarded the 1 point.

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

*Guest satisfaction must be a priority in all areas of hospitality. The handling of guest complaints is highly important as there are valuable lessons to be learnt from them, they can highlight problems that have not been uncovered during internal controls and inspections. The appropriate handling of guest complaints could also affect the image of the hotel/service provider.*

Evaluation: We are not looking for word-for-word solutions. The examinee’s answer must contain the gist of the above. Other relevant arguments deemed correct by the correcting teacher may also be accepted.

8. When providing hotel services, damages caused by guests must also be taken into account. (3 + 2 = 5 points)

a) List three ways that damages caused by guests can be recovered or reimbursed or how non-payment can be avoided. 3 points

1. advance payment
2. limit (determination of a value limit)
3. right of retention

Evaluation: The correcting teacher may also accept other correct solutions.
b) Select one of the three possibilities and explain it in more detail.  

**Advance payment: The hotel has the option to make the guest pay for the room in advance.**

**Evaluation:** We have only explained one of the three options listed above. The following can be considered as definitions for the other two:

- **Limit/determination of a value limit:** If charges on the guest account reach the limit set in advance, the hotel asks the guest in question to make partial settlement of his/her account.

- **Right of retention:** The hotel is entitled to the right of retention with regard to the property of guests brought to the hotel in order to ensure the settlement of claims arising from accommodation. It is the lawful right of hotels not to release these properties to guests until their payables have been settled. Hotels, however, have no right to directly sell these properties.

The correcting teacher may also accept other definitions he/she deems professionally sound.

9. **The following questions are related to economic competition.** (2 + 1 = 3 points)

a) Explain the essence of economic competition.  

**In economic competition, by taking advantage of market opportunities, enterprises strive to gain an advantage over competitors. Enterprises cooperate or compete with one another, depending on their interests. In the course of economic competition, there may be situations when cooperation—even temporarily—could be beneficial. The final goal, however, most of the time is that in the end there be no competitors at all and the enterprise dominate and rule the market alone.**

**Evaluation:** We are not looking for word-for-word definitions. Other correct solutions that are in line with the above definition may also be accepted.

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

1. **price promotions**
2. **provision of better quality**
3. **advertising/promotion**

**Evaluation:** The correcting teacher may also accept other relevant answers he/she deems correct. The 1 point can be awarded if the examinee writes three correct solutions.

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

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:** Records must be kept only of document or business records subject to strict accounting.

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

**Correctly:** The attendance sheet is a payroll voucher or business record. / The cash book / bank record is a financial (cash flow) record.
c) The objective of the inventory of assets is to hold employees financially responsible for assets accountable.

Correctly: \textit{The objective of the inventory of assets is to account for the properties and assets of the enterprise. / The objective of the employee-specific inventory is hold employees financially responsible for asset accountable.}

\textbf{Basics of Marketing}

\textbf{1. Define the following terms.} \hspace{2cm} (4 \times 1 = 4 \text{ points})

a) Demand: \textit{Demand is solvent purchasing intent.}

b) Supply: \textit{The totality of available products and services which are put on sale.}

c) Price: \textit{Price is the value of a product expressed in money.}

d) Brand: \textit{Name, expression, sign, symbol, design, the goal of which is to identify and distinguish the products of manufacturers and distributors from competitors.}

Comprehensive definitions can be awarded 1 point each. We are not looking for word-for-word solutions. The 1 point each can also be awarded for answers that are similar to the above in terms of content.

\textbf{2. Underline the odd one out and explain your answer.} \hspace{2cm} (4 \times (1 + 1) = 8 \text{ points})

a) price
   product
   \textit{target market}
   sales channel

Explanation: \textit{The target market is not an element of the marketing-mix.}

b) introduction
   \textit{product development}
   decline/continuance
   growth

Explanation: \textit{Product development is not a phase of the product lifecycle curve.}

c) \textit{advertisement published in a daily newspaper}
   television advert
   advertisement screened at the cinema
   internet

Explanation: \textit{An advertisement published in a daily newspaper is not an audiovisual advertising tool.}
d) demand-oriented pricing
employee-oriented pricing
cost-oriented pricing

demand-oriented pricing

Explanation: There is no employee-oriented pricing within pricing principles, as this expression is not known in marketing.

Evaluation: The correcting teacher may also accept other underlining and explanation he/she deems professionally sound. One point can be awarded per question for correct selection and another for correct explanation.

3. Complete the following statements.  
(4 x 1 = 4 points)

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

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

c) Packaging 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) Sponsorship is part of PR; the one-time or regular supporting of an event, institution/organisation with financial or in-kind support.

Evaluation: Any of the terms separated by the “/” sign can be accepted, but only one point can be awarded per statement.

4. Sum up the essence and types of direct marketing. Make five relevant statements.  
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).
5. Put the steps of target marketing in their correct order. Write the correct letter next to the corresponding number. 1 point

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

Evaluation: Only the above order is acceptable for 1 point. No partial points may be awarded.

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: Guests and suppliers are the target groups of external PR.

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: Advertisements have short-term effects / communication is one-way / there is no feedback.

Evaluation: The 1 point per answer can be given only if the examinee provides a correct explanation. For question c), providing one of the explanations listed will suffice for the 1 point. No points are to be given for underlining without explanations provided. The correcting teacher may also accept other underlining and explanation he/she deems professionally sound.
7. List the five stages (phases) of the purchase decision. Make sure you pay attention to the correct order.  

1. Problem recognition  
2. Information search  
3. Alternative evaluation  
4. Purchase decision  
5. Post-purchase behaviour  

Evaluation: The two points can only be awarded in case of correct order. No partial points may be awarded. We are not looking for a word-for-word solution; however, the answer must contain the gist of the above.

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

1. The basic office dress code for men is a dark suit: blue, grey or “earth” coloured brown; socks are dark in colour and cover the shins; with dark shoes with laces in front.  
2. Hair short, if possible; but definitely well-groomed; nails short and also well-cared for.  
3. Shirt collar and cuff cannot be worn-out.

Also acceptable: Men must wear a suit and tie, outside their own office as well, even if it’s hot. Men cannot wear jewellery, except wedding bands, rings given to commemorate academic achievement or family seal-rings. They are allowed to wear jewellery under their shirts. Tie-pins are not welcome. There may be medals, awards or affiliation to various clubs worn on the suit’s lapel, however, no political party affiliations. Ties should harmonise with the suit and shirt and should not hang lower than the belt.  
The correcting teacher may also accept other solutions he/she deems correct. Partial points may be awarded, however no additional points.