

ÉRETTSÉGI VIZSGA • 2014. október 13.

**VENDÉGLÁTÁS-
IDEGENFORGALOM
ALAPISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ
ÍRÁSBELI VIZSGA**

2014. október 13. 14:00

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma	
Tisztázati	
Piszkozati	

**EMBERI ERŐFORRÁSOK
MINISZTERIUMA**

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 summarise the main aspects 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

Question 1

6 points

Define the following terms.

- Specialised storage:
- Tour operator:
- Business document:

Question 2

3 points

List the areas, premises of the core processes of hospitality, from the product/freight delivery area to the vending area.



Question 3

7 points

The following questions concern the subject of tourism demand.

a) Define tourism demand.

.....

.....

b) List five characteristics of tourism demand.

-
-
-
-
-

Question 4

3 points

Provide two examples for each category below.

- Towns famous for their medicinal baths:
- Hungaricums:
- Hungarian World Heritage Sites:

Question 5

2 points

Complete the missing section of the following definition. Write the letter of the correct answer on the dotted line.

..... means satisfying the present needs of mankind and at the same time conserving the environment and its natural resources for future generations.

- a) Soft tourism
- b) Sustainability
- c) Environmental protection

Question 6

4 points

You are the manager of a travel agency. Starting from next year, you are looking to expand the services offered by your company to also include currency exchange activity. Based on the relevant statute (Government Decree No. 297/2001. (XII. 27.)), list four material criteria that must be met in order to start this business activity.

-
-
-
-

Question 7

4 points

HACCP is an acronym, which stands for Hazard Analysis Critical Control Points. 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.

Complete the missing sections of the following statements with the correct terms.

..... means that it is ensured throughout the entire process of production and distribution that the given foodstuff does not endanger consumer health if prepared and consumed as intended.

..... is a change that makes food unsuitable for human consumption or use. It may be accompanied by visible changes in colour, taste, odour and consistence.

The fundamental goal of is to prevent and protect against infections, illnesses and poisonings originating from foodstuffs.

The spoilage processes may be prevented through the professional and appropriate storage of foodstuffs and with the help of various preservation methods.

..... food preservation methods include salting (curing), pickling and smoking.

Question 8

5 points

a) List three of the intersection points of hospitality and tourism.

-
-
-

b) There are numerous communication tools at our disposal in the workplace. Often a small mistake – misplaced emphasis, a sentence written or an unsuccessful meeting – could have long-lasting repercussions. List the characteristics of efficient workplace communication. Make four relevant statements.

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-
-
-

Question 9

6 points

a) If you were to work at the department of the Hungarian Hotel & Restaurant Association (MSZÉSZ) responsible for development, what three relevant recommendations would you make in order to develop hospitality in Hungary?

-
-
-

b) Write the letter of the events below into the rectangle corresponding to the correct era.

- A) Appearance of pilgrims
- B) Commencement of bartering
- C) “Grand tour”

Prehistory	Ancient history	Middle ages	Modern history	Late modern period

Basics of Hotel Management

Question 1

3 points

Compare two hotel types based on the aspects indicated. Complete the table.

	City hotel	Transit hotel
Site of establishment		
Duration of stay		
Primary target segment		

Question 2

5 points

List the administration tasks related to hotel room sales.

-
-
-
-
-

Question 3

3 points

What do the following English acronyms stand for.

- MOD:
- F&B:
- VIP:

Question 4

3 points

List three supply elements of accommodations.

-
-
-

Question 5

3 points

During their stay, guests verify they are staying at the given hotel using their key-cards. List three types of data displayed on key-cards.

-
-
-

Question 6

4 points

List four unique features of human resource management at hotels.

-
-
-
-

Question 7

4 points

Determine whether the following statements are True or False, and circle the corresponding letters “T” (True) or “F” (False).

- a) One of the pockets (sub-accounts) of the Széchenyi Recreational Card can be used at all accommodations. T F
- b) A twin room has two beds directly beside one another, thereby creating a double bed. T F
- c) The task of the bellhop is to carry luggage and handle, manage keys. T F
- d) A guest is a ‘no show’ if he/she does not arrive to claim the hotel room he/she has booked in advance. T F

Question 8

5 points

List five complementary equipment items of hotel rooms that are placed in bathrooms and toilets.

-
 -
 -
 -
 -
-

Basics of Marketing

Question 1

6 points

Define the following terms.

Advertising tools:

.....

Competitor:

.....

Marketing-mix:

.....

Question 2

6 points

The following statements contain one error each. Underline the incorrect word in each sentence, and write the correct word in the rectangle.

- In a monopolistic market, there is only one seller in the market, dominating prices and the market.

- Market segmentation is a procedure aimed at the whole of the market, which divides it up into heterogeneous groups.

- Etiquette is the combination of social behaviours and formalities enforced in official (international) relations. Its objective is to establish a problem-free, polite atmosphere in official relations.

Question 3

4 points

List four of the elements of a company's micro-environment.

-
-
-
-

Question 4

4 points

Which of the following terms is the odd one out? Indicate the out-of-place word by underlining. Explain your answer.

a)

- Introduction phase
- Growth phase
- Gain phase
- Decline phase

Explanation:

.....

b)

- Traditional channel
- Indirect channel
- Direct-to-retail channel
- Demi-sec channel

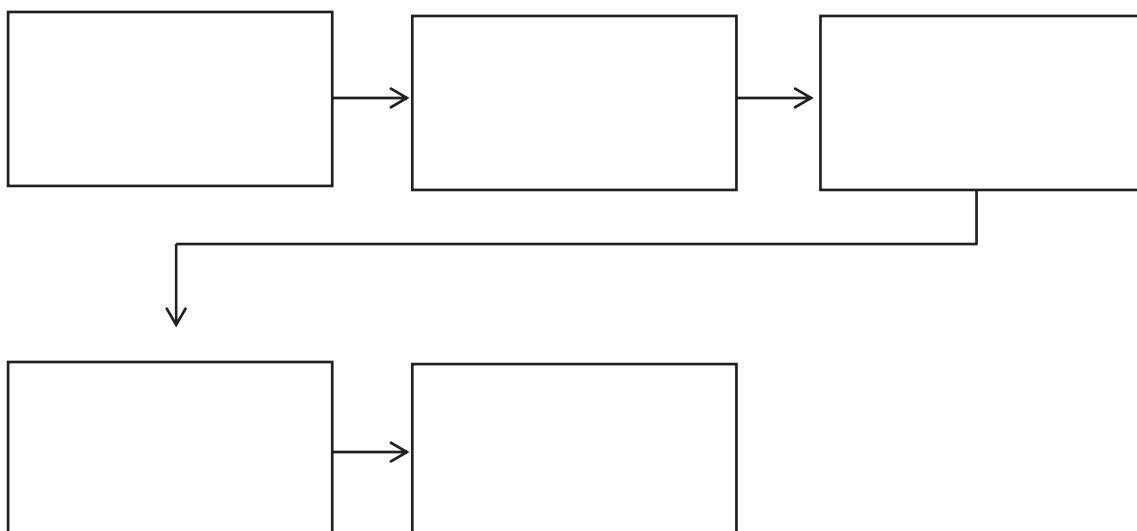
Explanation:

.....

Question 5

5 points

Market research is the seeking out, organising, selecting and assessing of market information needed for marketing activity. List the phases of the market research process in their logical order.



Question 6

2 points

List two of the advantages of secondary market research.

-
-

Question 7

3 points

Following industry trends is a significant factor in every profession. Select which term from the list below best corresponds to the definitions provided. Write only one term per definition into the rectangle, and disregard the rest.

PR (Public relations)

Sales channel

Marketing communication

Networking

Business correspondence

Sales system

a) The route during which products get from the producer/manufacturer to the consumer.

b) The flow of information between the company and the consumer.

c) An interactive communication activity, the objective of which is to build and constantly nurture the trust between a given company and its environment.

Topic	Question number	Maximum points	Points scored
Basics of Hospitality, Catering and Tourism	1.	6	
	2.	3	
	3.	7	
	4.	3	
	5.	2	
	6.	4	
	7.	4	
	8.	5	
	9.	6	
Basics of Hotel Management	1.	3	
	2.	5	
	3.	3	
	4.	3	
	5.	3	
	6.	4	
	7.	4	
	8.	5	
Basics of Marketing	1.	6	
	2.	6	
	3.	4	
	4.	4	
	5.	5	
	6.	2	
	7.	3	
Test questions Points scored in written examination		100	

Correcting teacher

Date:

	pontszáma egész számra kerekítve/ Points rounded to a whole number	programba beírt egész pontszám / Points (whole number) entered into programme
Teszt jellegű feladatok/ Test questions		

Javító tanár/Correcting teacher

Jegyző/Notary

Dátum/Date:

Dátum/Date: