

ÉRETTSÉGI VIZSGA • 2014. október 13.

**VENDÉGLÁTÁS-
IDEGENFORGALOM
ALAPISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ**

**EMBERI ERŐFORRÁSOK
MINISZTERIUMA**

Important Information

Answers provided in the correction-evaluation guide can only be awarded the points indicated.

The indicated points can only be broken down further if indicated. Resulting points may only be whole numbers.

Basics of Hospitality, Catering and Tourism

Question 1

(3 × 2) 6 points

Define the following terms.

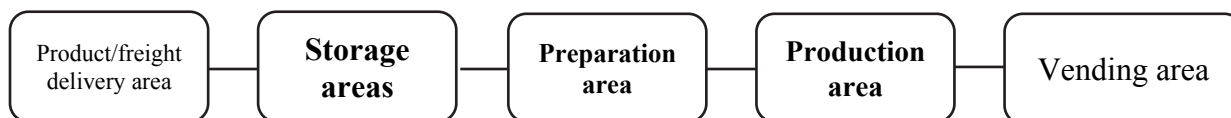
- Specialised storage: *the various goods and raw materials must be stored at temperatures and humidity levels appropriate for their individual qualities.*
- Tour Operator: *a travel enterprise, which purchases services from service providers in advance, at its own risk and in high volumes for purposes of resale.*
- Business document: *official document proving or certifying various facts and circumstances.*

Definitions different from the above, but similar in content may also be awarded the 2 points each. In case of incomplete definitions, partial points (whole numbers) may be awarded.

Question 2

(3 × 1) 3 points

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



All correct definitions are worth 1 point each. The specific names of production areas (kitchen, hot kitchen, cold kitchen, etc.) can also be accepted. Points can only be awarded up until the point that the logical order is still correct.

Question 3

(2 + 5) 7 points

The following questions concern the subject of tourism demand.

a) Define tourism demand.

The definition of tourism demand: ***The specific manifestation of effective, solvent need aimed at a change of environment, which manifestation is aimed at various products.***

A definition different from the above, but similar in content may also be awarded the 2 points. In case of incomplete answers, partial points (whole numbers) may be awarded.

b) List five characteristics of tourism demand.

Characteristics of tourism demand:

- ***It is of a complex nature***
- ***It varies***
- ***It is flexible***
- ***It is periodical***
- ***It depends on the weather***

Also acceptable: it is sensitive to income changes, sensitive to price changes, sensitive to political climate, sensitive to economic situation, consumption is not constant
All correct definitions are worth 1 point each.

Question 4

(3 × 1) 3 points

Provide two examples for each category below.

- Towns famous for their medicinal baths: ***Budapest, Harkány, Hajdúszoboszló, Hévíz, etc.***
- Hungaricums: ***pálinka, törkölypálinka (pomace pálinka), Csabai sausage, Tokaji Aszú wine, Gyulai sausage, szikvíz (carbonated water), etc.***
- Hungarian World Heritage Sites: ***Budapest, Hollókő, the Aggtelek Karst, the Benedictine Abbey of Pannonhalma, the Hortobágy National Park, the Early Christian Necropolis of Pécs, the Fertő/Neusiedlersee Cultural Landscape, the Tokaj-Hegyalja Wine Region***

Besides the above listed examples, other correct solutions may also be accepted. Two correct answers are worth 1 point; no additional points may be awarded. In the case of non-whole number of points scored, the correcting teacher should round down.

Question 5

2 points

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

.....**b**..... 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

Only the above solution may be accepted for the 2 points.

Question 6

(4 × 1) 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.

- ***Suitable premises***
- ***Vault / wall-mounted safe / reinforced metal box***
- ***Technical equipment (UV light, magnifying glass)***
- ***At least one telephone main line (land line)***

Also acceptable: list of currency exchange rates, information board in both English and German, CCTV system, foreign currency and cheque information brochure.

All correct answers are worth 1 point each. No additional points may be awarded.

Question 7

(4×1) 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.

Food safety 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.

Food spoilage 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 **hygiene** is to prevent and protect against infections, illnesses and poisoning 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. **Chemical** food preservation methods include salting (curing), pickling and smoking.

Each correct solution is worth 1 point. Only the above solutions or their synonyms may be accepted for the 1 point each.

Question 8

(3×1) + 2) 5 points

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

- **Hospitality is a prerequisite of tourism**
- **Hospitality takes part in catering for the participants of tourism**
- **Some of the revenue from tourism is realised in hospitality**

Also acceptable: the growth of tourism has a boosting effect on the development of hospitality, etc.

All correct answers are worth 1 point each. No additional points may be awarded.

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.

- **Clarity, intelligibility**
- **Concision, brevity**
- **Being natural**
- **Should sound good**

Also acceptable: expressive, varied. The correcting teacher may also accept other relevant solutions he/she deems to be correct. Two correct answers may be awarded 1 point. No additional points may be awarded.

Question 9

$(3 \times 1) + (3 \times 1)$ 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?

- ***Development of facility network (traditional facilities with unique atmospheres, fast-food facilities)***
- ***Improvement of the organisation of work (organisational order, IT system)***
- ***Development of production (technological background, improving the preparation of raw materials)***

Also acceptable: development of sales (new sales techniques and methods), development of services (vending machines, gaming machines, slot machines), protection and preservation of the values of Hungarian gastronomy (updating of old traditional flavours and dishes). Other solutions, deemed correct by the correcting teacher, may also be accepted.

All correct answers are worth 1 point each. No additional points may be awarded.

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
B		A	C	

Evaluation: only the above solutions may be accepted. All correct answers are worth 1 point each.

Basics of Hotel Management

Question 1 (3 × 1) 3 points

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

	City hotel	Transit hotel
Site of establishment	<i>city centre/downtown/suburban areas</i>	<i>near airports/traffic intersections</i>
Duration of stay	<i>1–3 days</i>	<i>max. 1 day (few hours)</i>
Primary target segment	<i>tourist arriving for business and trade or to visit the city/people arriving for conferences</i>	<i>passengers waiting for connecting flights or waiting due to flight disasters, airline crew</i>

Each two correct solutions are worth 1 point. No additional points may be awarded.

Question 2 (5 × 1) 5 points

List the administration tasks related to hotel room sales.

- *Recording of room bookings*
- *Confirmation of room bookings*
- *Registration of room bookings*
- *Cancellation of bookings*
- *Prior booking/occupancy report*

Only the above solutions or their synonyms may be accepted. All correct answers are worth 1 point.

Question 3 (3 × 1) 3 points

What do the following English acronyms stand for.

- MOD: *Manager on Duty*
- F&B: *Food and Beverage*
- VIP: *Very Important Person*

Only the above solutions or their synonyms may be accepted. All correct answers are worth 1 point each.

Question 4

(3 × 1) 3 points

List three supply elements of accommodations.

- ***The overall image of the given accommodation***
- ***The location of the given accommodation***
- ***The accommodating activity of the given accommodation***

Also acceptable: the catering activity of the given accommodation, the services offered by the accommodation, the quality of service provided to guests, the prices of the accommodation, etc.

All correct answers are worth 1 point each; no additional points may be awarded.

Question 5

(3 × 1) 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.

- ***Name of guest***
- ***Room number***
- ***Date of arrival***

Also acceptable: date of departure, room rate, board type, information, advertisements, etc. All correct answers are worth 1 point each. Other answers, different from the above, but deemed correct by the correcting teacher, may also be accepted for 1 point each. No additional points may be awarded.

Question 6

(4 × 1) 4 points

List four unique features of human resource management at hotels.

- ***Work performed on Sundays and bank holidays***
- ***Operation with several work-shifts***
- ***The work of employees is not continuous; it depends on the number of guests***
- ***There is a high proportion of female employees***

Also acceptable: workers from various professions perform their work parallel to one another; employees with varied qualifications, academic qualifications, gender and age, etc. The correcting teacher may also accept other relevant solutions he/she deems to be correct. Each correct solution is worth 1 point. No additional points may be awarded.

Question 7

(4 × 1) 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

Only the above solutions may be accepted for 1 point each.

Question 8

(5 × 1) = 5 points

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

- **Hanger hook**
- **Towel holder**
- **Towel dryer**
- **Toilet seat**
- **Hair-dryer**

Also acceptable: Toilet paper holder, spare toilet paper, shaving mirror, etc. The correcting teacher may also accept other relevant solutions he/she deems to be correct. Listing hygienic items such as soap, shampoo, tooth brushing glass, etc. shall not be awarded any points. All correct answers are worth 1 point each. No additional points may be awarded.

Basics of Marketing

Question 1

(3 × 2) 6 points

Define the following terms.

Advertising tools: *tools that help deliver and communicate the advertising message to the target group.*

Competitor: *a given company performing identical or similar activities on the market, and satisfying the needs and demands of the same consumer group.*

Marketing-mix: *the combination/sum of all tools that serve the realisation of marketing goals.*

Definitions different from the above, but essentially identical in content may also be awarded the 2 points each. In case of incomplete answers, partial points (whole numbers) may be awarded.

Question 2

(3 × 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.

monopoly/monopoly market

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

homogenous

- 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.

Protocol

Only the above solutions may be accepted. Each correct underlining is worth 1 point, and providing the correct word is also worth 1 point each.

Question 3

4 points

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

- ***Suppliers***
- ***Market intermediaries***
- ***Buyers***
- ***Competitors/competition***

Also acceptable: public opinion, etc. Each correct answer may be awarded 1 point.

Question 4

(2 × 2) 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: ***the gain phase is not part of the product life cycle curve.***

b)

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

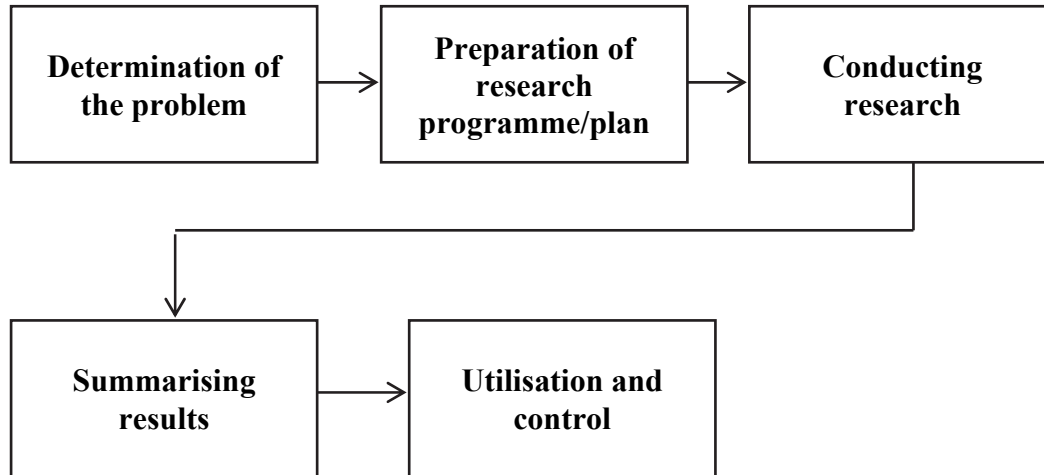
Explanation: ***the demi-sec channel is not one of the distribution/sales channels.***

Only the answers underlined above may be accepted. Other explanations, deemed correct by the correcting teacher, may also be accepted. The two points per question may only be awarded if both selection and explanation are correct. Selecting and underlining an answer, but not providing an explanation may not be awarded any points.

Question 5

(5 × 1) 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.



Evaluation: all correct answers are worth 1 point each. Synonyms of the above that are correct in terms of content may also be awarded points. Points can only be awarded up until the point that the logical order is still correct.

Question 6

(2 × 1) 2 points

List two of the advantages of secondary market research.

- ***Time-efficient***
- ***Requires less work***

Each correct solution is worth 1 point. Other answers, deemed correct by the correcting teacher, may also be accepted for 1 point each. No additional points may be awarded.

Question 7

(3 × 1) 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, 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.

Sales channel

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

Marketing communication

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

PR (Public relations)

Only the above solutions may be accepted for 1 point each.