Az írásbeli vizsga időtartama: 180 perc

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EMBERI ERŐFORRÁSOK
MINISZTÉRIUMA
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 your thoughts on the provided dotted lines.

- The last page (back cover page) is reserved for evaluation; please do not write on this page.

- You may use non-programmable calculators, compasses and rulers to solve the questions.

- 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!
1. Define the following terms.  

- Economic competition:  

- Active tourism:  

- Excursionist:  

- Business letter:  

2. The following questions deal with tourism demand.  

a) List the elements of tourism demand, without which there would be no tourism.
b) List four needs that can be satisfied by tourism activities. Think about Maslow’s pyramid of needs, and write a specific tourism activity or tourism type next to the needs selected. Complete the following table.

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<th>Need</th>
<th>Tourism activity or tourism type</th>
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3. Provide two examples for each of the terms below. 3 points

- National park: ........................................................................................................................
  ....................................................................................................................................................

- Facility type primarily selling (alcoholic or non-alcoholic) beverages: ..........................
  ......................................................................................................................................................

- Enterprises conducting indirect tourism activities: .........................................................
  ......................................................................................................................................................
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4. Solve the following questions. 3 points

a) Put the following events that have significance with respect to tourism in the correct chronological order. Number 1 should indicate the oldest, and number 5 the most recent.

… Profitable pubs were already in operation.
… Growth of the confectionary industry due to the appearance of chocolate and beet sugar.
… Postal stations were established every 25 miles.
… World War I had an unfavourable impact on hospitality.
… New business types appear: coffee houses, night-bars, etc.

b) The following tourism events were specific to one given era. Underline the era you think the statements were typical of.

- Budapest became a bath-town.
- The appearance of the steam engine in transportation had a favourable effect on tourism.
- The millennium world fair drew global attention.

   a) Ancient times
   b) Middle ages
   c) Modern times
   d) Contemporary era

5. Describe the current situation of hospitality in Hungary. Make four relevant statements. 2 points

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6. Decide whether the statements below are true or false. In case of true statements, write the word ‘TRUE’ next to the given statement, while in the case of false statements, the word ‘FALSE’.

4 points

a) Spoilage is a profound change as a result of which food becomes unsuitable for human consumption, but can still be used for other purposes.

b) Food spoilage is the exclusive result of the damaging activity of micro-organisms.

c) The ultra-violet radiation of sunlight can change the typical colour of foodstuffs as well as cause chemical changes.

d) The change in the water content of foods (hydration or dehydration) may cause spoilage as it is beneficial for the living conditions of micro-organisms.

7. Solve the following questions related to employees working in sales. 6 points

a) List three jobs of hospitality sales.

b) Professional communication is of key importance when receiving guests as this also lays the foundation of them becoming regular, returning guests. What requirements must experts working in hospitality meet in order to establish good rapport and relationships with guests? List three.

7. Complete the missing sections of the following statements with the correct terms. 4 points

- During …………………………., raw materials and semi-finished products are made suitable for human consumption.
- …………………………, is the legal tender of a given country in the money circulation of other countries.
- ………………………… represents one of the most important elements of tourism supply, appeal. This includes folk traditions, architectural remnants, monuments and local holidays/festivities.
- …………………………, is a factor of uncertainty that necessarily accompanies entrepreneurial activity, which also carries the possibility of losses.
9. **Write on the dotted line what business administration concept the list refers to.**  

3 points

a) interrogation, event, condensed, excerpt, accident, meeting  

b) initial (asset determining), handover-acceptance, extraordinary, by the authorities  

c) basic, summarising, external, inventory
1. Select the odd one out in the following lists. Indicate your answer by underlining and explain your answer on the dotted line. 3 points

rural accommodation, community accommodation, dormitory, camping site

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

“Good-night” chocolate, trouser press, “Do not disturb” sign, mini-bar price sheet

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

drink-bar, breakfast hall, restaurant, offices

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

2. The hierarchy below shows the organisational structure of a hotel. Write the terms listed in their correct place. Make sure you take superiority and subordination into consideration. 5 points

Room’s Division Sommelier Masseur Doorman Drink-bar
Directrice Cosmetician Food and Beverage Wellness Department General Manager

[Diagram of organizational structure]
3. Write down the term corresponding to the following abbreviations. 3 points

- FO: ........................................................................................................................................
  ...............................................................................................................................................
- OOO: ....................................................................................................................................
  ...............................................................................................................................................  
- HRM: ....................................................................................................................................
  ...............................................................................................................................................  

4. List four of the general aspects of hotel site selection. 4 points

- ..............................................................................................................................................
- ..............................................................................................................................................
- ..............................................................................................................................................
- ..............................................................................................................................................

5. Complete the missing sections of the following statements with the correct terms. 3 points

- The …………………………. is a document needed to register and check guests in, which the receptionist asks guests to fill out on arrival. It contains the guest’s data.

6. Decide whether the statements below are true or false. In case of true statements, write the word ‘TRUE’ next to the given statement, while in the case of false statements, the word ‘FALSE’. 5 points

a) Costs reduce profits; therefore, economic considerations force hotels to attempt to cut costs.  
   ............................

b) The net room rate revenue of hotels includes VAT and tourism tax as well.  
   ............................

c) The occupancy rate table provides important information on the number of available rooms.  
   ............................
d) Foreign language skills are a basic requirement for call-centre operators.  

e) On the day of the guest’s departure and after the room account has been closed, based on the travel list the hotel departments forward overdue bills and invoices to the cashier.

7. **What terms do the following definitions define? Write the correct term on the dotted line.**  
   **3 points**

   a) The requirement that revenues cover costs, i.e. that returns exceed expenditures and ensure profits.

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

   b) The totality of measures aimed at preventing damages to property.

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

   c) The combination of measures that aim to make sure that employees may perform their work without endangering their lives, physical integrity and health.

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

8. **Briefly explain the difference between the terms below.**  
   **4 points**

   a) Half-board – all inclusive:

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   b) Mini-bar – room service:

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Basics of Marketing

1. Marketing has had a different meaning in each of its stages of development. The economic approach, attitude and way of thinking followed the changes of the economic environment. We have indicated two marketing eras on the time-line below. Write the name of the corresponding era in the rectangle above the appropriate year, then from the list, select the two statements most typical of the given era and write their letters in empty squares.  

a) goods were sold without taking market environments into account  
b) strong competition  
c) needs became differentiated  
d) social thinking became stronger  
e) individually tailored supply  
f) ‘pre-marketing’ era  
g) glut/superabundance as a result of technological development  
h) market segmentation appears  

2. Purchasing a product is the result of a certain process. Describe and explain this process in logical order.
3. Define the following terms.  

- **Sales channel:** .......................................................................................................................................................  
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.......................................................................................................................................................  

- **Micro-environment:** ..........................................................................................................................................................  
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- **Segmentation:** .................................................................................................................................................................  
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- **Market research:** ...............................................................................................................................................................  
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.......................................................................................................................................................  

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

a)  
- **discount**  
- **rebate**  
- **seasonal price discount**  
- **psychological discount**  
- **reseller discount**  

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

b)  
- **billboards, posters**  
- **advertisements on vehicles**  
- **curb signs and directional signs**  
- **radio spots**  

Explanation: .................................................................................................................................................................  
..............................................................................................................................................  
..............................................................................................................................................
c) 
- Public Relations
- advertising
- sales channel
- sales promotion

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

5. The Rogers curve or product life cycle curve shows the product’s position in the market. Your product is currently in the position indicated by the rectangular symbol. Characterise the product’s current position by filling out the table. 5 points

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<thead>
<tr>
<th>The product’s life cycle stage:</th>
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<tr>
<td>Turnover volume:</td>
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<td>Marketing costs:</td>
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<td>Range of buyers:</td>
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<td>The objective of the marketing strategy:</td>
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6. Your classmate will be taking a marketing exam and is asking for your help in passing. 2 points

a) What concept do the following terms refer to?

- certification, collective, international, EU (community)

............................................................
b) What special treatment would you provide to a VIP (Very Important Person) guest at an airport hotel? Name two possibilities.

......................................................................................................................................................
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7. The following of professional trends is a key factor in the marketing trade. From the list below, select the term defined by the definition and write it on the dotted line below the given definition.

3 points

PR (Public Relations)  Image
Etiquette  Personal sales
Sales promotion  Protocol

a) A representative of the company attempts to convince the guest or consumer to make a positive decision through personal contact.

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

b) The combination of habits and formalities enforced in official (international) relations. Its objective is to establish a problem-free, polite atmosphere in official relations.

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

c) A subjective picture formed of a person or organisation; formed by competitors, business partners and consumers. One of its tools is Corporate Identity.

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<td>Catering and Tourism</td>
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Test questions

Points scored in written examination: 100

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

Correcting teacher

javító tanár/Correcting teacher

jegyző/Notary

Datum/Date: ................................