VENDÉGLÁTÁS-
IDEGENFORGALOM
ALAPISMERETEK
ANGOL NYELVEN

KÖZÉPSZINTŰ
ÍRÁSBELI VIZSGA

2015. május 19. 8:00

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma
Tisztázati
Piszkozati

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.

• 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. What factors impact tourism prices? List six. 3 points
   • ..............................................................................................................
   • ..............................................................................................................
   • ..............................................................................................................
   • ..............................................................................................................
   • ..............................................................................................................
   • ..............................................................................................................

2. Provide definitions for the following terms. 3 points
   • Package: ..............................................................................................
   • Discretionary income: ........................................................................
   • Gastronomy: ........................................................................................

3. Write two appropriate and relevant examples for each of the categories listed below. 3 points
   • festivals: ..............................................................................................
   • basic infrastructure: ...........................................................................
   • natural attractions: ............................................................................
4. Solve the following questions. 5 points

a) Which catering/hospitality facility are the following characteristic of? Write the answer on the dotted line.

- a special type of restaurant
- in addition to hot dishes, it also typically sells beer snacks
- its most typical beverage is several types of beer on tap

………………………………………………………………………………………………………………………………………………………………………………………………………………

b) Complete the following lists with the most appropriate terms.

wine-…, milk-…, drink-…, night-… .............................................

simplified…, VAT…, computerised/machine-issued… .............................................

handover-acceptance…, unannounced (unexpected)…, initial (asset determining)… .............................................

inbound…, outbound…, international…, domestic… .............................................

5. Solve the following questions. 4 points

a) Complete the following definition with the correct term.

In case of ............................................................... various infectious microorganisms enter the consumer’s body through contaminated foods, and multiplying in the body may cause illnesses and epidemics (e.g. hepatitis).

b) All foods may be impacted by food spoilage. Write one example for each of the categories of factors that cause food spoilage.

<table>
<thead>
<tr>
<th>Factors that cause food spoilage</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>physical</td>
<td></td>
</tr>
<tr>
<td>chemical</td>
<td></td>
</tr>
<tr>
<td>biological</td>
<td></td>
</tr>
</tbody>
</table>
6. Solve the following questions. 6 points

a) Calculate the gross sales price of 1 serving of “Vadas-style pork knuckle”. The materials intensity of the dish recommended for 10 servings, as well as current purchase prices are shown in the table.

*The profit margin applied is 200%, and the current VAT rate is 27%. Show all auxiliary calculations (either here or in the table)*.

### Calculation

<table>
<thead>
<tr>
<th>Name</th>
<th>Quantity (kg)</th>
<th>Unit price HUF/kg</th>
<th>Value HUF</th>
</tr>
</thead>
<tbody>
<tr>
<td>De-boned pork knuckle</td>
<td>1.4</td>
<td>1300</td>
<td></td>
</tr>
<tr>
<td>Fat</td>
<td>0.1</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Salt</td>
<td>0.04</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Carrots</td>
<td>0.15</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Root parsley</td>
<td>0.15</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Celery root</td>
<td>0.08</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Onions</td>
<td>0.06</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Flour</td>
<td>0.10</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>White wine</td>
<td>0.20</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Mustard</td>
<td>0.05</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Sour cream</td>
<td>0.20</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Lemon</td>
<td>0.20</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Parsley</td>
<td>1 bunch</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Raw material value of 10 servings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price margin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net sales price of 10 servings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VAT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross sales price of 10 servings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrounded gross sales price of 1 serving</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rounded gross sales price of 1 serving</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
b) What side-dish would you serve with this dish? Name two.

• ........................................................................................................

• ........................................................................................................

7. What is the purpose of the following activities? Write your answer on the dotted line.
   4 point

Documentation: ...........................................................................................

Accountability/holding someone accountable: ....................................................

External audit: ...................................................................................................

Recording of property and assets: ....................................................................... 

8. Pair up the terms in the two columns below that logically belong together. 5 points

| 1. foreign currency       | a) stock increase       |
| 2. health requirement     | b) event catering       |
| 3. body language          | c) fitness and suitability for work |
| 4. party service          | d) non-verbal communication |
| 5. procurement            | e) UV light             |

9. It is in Hungary’s economic and social interest to receive as many foreign tourists as possible. List five preparatory tasks of active tourism. 5 points

• ........................................................................................................

• ........................................................................................................

• ........................................................................................................

• ........................................................................................................

• ........................................................................................................
10. The following statements are false. Underline the incorrect term, and write the correct solution on the dotted line. 2 points

An enterprise’s activity requires various instruments and equipment, which in turn require financial resources. The ensuring of these resources is called investment.

Correctly: …………………………………………………………………

Tourism reception capacity is internal human urge encouraging tourists to travel.

Correctly: …………………………………………………………………
Basics of Hotel Management

1. The text below deals with liability arising at hotels. Of the options written in italic font and separated by the / sign, select those that will make the given statements true and correct. 5 points

The financial liability of hotel employees is regulated primarily by the *Labour Code* / *the Act on Taxation*. Employees’ liability for damages is in every case enforced against the *guest* / *hotel*. Damages are considered *wilful* / *negligent* if the employee is aware of the damages caused by his/her actions beforehand and does not care. If a given instrument or equipment is used exclusively by an employee, damages to said instrument or equipment shall be paid by the employee *50%* / *in full*. In case of damages caused through negligence, the amount of indemnification typically cannot exceed the employee’s absentee pay due for *2 months* / *4 months*.

2. Place the hotel services listed below into the appropriate column in the table. 3 points

luggage carrying, tour operator, table reservation, guest phone, mini-bar, car rental, wake-up call, pay-TV

<table>
<thead>
<tr>
<th>Paid services</th>
<th>Free of charge service</th>
<th>Outside services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Select the odd one out from the following terms (indicate by underlining) and explain your answer. 4 points

- account opening, safekeeping of valuables, management of keys, settlement of payments and outstanding debts, currency exchange, provision of guest loans, stocking up on currency exchange funds.

Explanation: ………………………………………………………………………………..
………………………………………………………………………………………………

- raw material value, wage paid, phone bill, room rate, amortisation, interest paid, laundry of uniforms

Explanation: ………………………………………………………………………………..
………………………………………………………………………………………………
4. Briefly explain the meaning of the following terms. 8 points

- **Grand opening:** ........................................................................................................................................

- **Suite:** ...................................................................................................................................................

- **Amenities:** .............................................................................................................................................

- **Mobile hotel:** ........................................................................................................................................

5. On the dotted line, write the name of the job the definitions below refer to. 3 points

Is situated at the top of hotel hierarchy, and is a one-person manager with responsibilities. Also performs strategic tasks, and represents the hotel in professional/industry organisations and committees. Has a reporting obligation to the owners.

Greets the guest arriving to the hotel portal/entrance, (indicates their arrival to bellhops), parks their vehicles in the hotel parking area. He/she ensures uninterrupted traffic at the main entrance and provides directions to guests. He/she is responsible for the season-appropriate cleanliness of the main entrance and may also participate in the sale of transfers and shuttles.

Works in the swimming pool area of the hotel. His/her main task is to ensure the uninterrupted operation of the swimming pool area and the pool itself. He/she is also responsible for the safety of guests, and warns them of potential dangers. Ensures the cleanliness and order of pools.
6. Indicate next to the statements below whether they are true or false. If you feel the statement is false, correct it and write down the correct sentence. In case of true statements, you only have to indicate that it is true. **5 points**

<table>
<thead>
<tr>
<th>Statement</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motels are typically located near ski slopes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctly:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The area of a hotel above the ground floor is called Back Office.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctly:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guests may settle their hotel debts in advance, at departure or subsequently.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctly:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>According to a basic premise of hotel communication, reception employees cannot fail to greet and address guests.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctly:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orders received by the hotel only have to be replied to if the hotel is able to provide the service in question.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctly:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Where does hotel revenue come from? Name four revenue sources. **2 points**

- …………………………………………………………………………………………
- …………………………………………………………………………………………
- …………………………………………………………………………………………
- …………………………………………………………………………………………
Basics of Marketing

1. Solve the following questions related to market knowledge. 5 points

a) Define the following terms.

Market: …………………………………………………………………………………………
…………………………………………………………………………………………………
Market segmentation: ………………………………………………………………………
…………………………………………………………………………………………………
Market segment: …………………………………………………………………………..
…………………………………………………………………………………………………

b) Place the steps of market segmentation in their correct order.

   a) Product positioning
   b) Determination of the market
   c) Creation and analysis of segments
   d) Determination of criteria to serve as basis for segmentation

       1.  2.  3.  4.

2. Underline the odd one out and explain your answer. 6 points

   Traditional channel
   Indirect channel
   La Manche channel
   Direct channel
   Semi-wholesale channel

   Explanation: ………………………………………………………………………………
   ……………………………………………………………………………………………….
Product
Place
Pack
Price
Promotion

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

packaging
personal sales
public relations
sales promotion
Advertising

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

3. Pair up the concepts that belong together, and write their corresponding letter into the table. Pair each number with a single letter. 3 points

1. product life-cycle
2. direct marketing
3. solvent consumer demand
4. secondary information
5. print media advertising
6. regular guest/loyalty programmes

   a) demand
   b) data collected for other purposes
   c) decline
   d) prospectus
   e) direct sales
   f) sales promotion

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
</tr>
</thead>
</table>

4. Decide whether the statements below are true or false. Circle the correct letter. 5 points

T – F Season price belongs to the field of price differentiation.
T – F When applying cost-oriented pricing, the purchase price is not enforced, and only operating costs are taken into account.
T – F The direct sales channel has two stages because the producer sells goods directly to the consumer.
T – F Consumer behaviour is not impacted by broader socio-economic environment (macro-environment).
T – F Introverted people are personalities open to the world.
5. Select the correct missing term by underlining. 4 points

- The ………………. shows and displays the advertising message and purchasing opportunities in one place at the same time. It’s the very first experience guest can use to assess the store.
  a) menu  
  b) garden area  
  c) store front  
  d) prospectus

- Impulse buying means that ………………………………….
  a) the consumer does not plan his/her purchase in advance.  
  b) the consumer steps into the store with a well-thought out buying intention.  
  c) the consumer plans his/her purchase in advance.

- …………………. is a company’s good reputation, trust capital, which may be considered an intangible asset.
  a) Slogan  
  b) Advertising  
  c) Goodwill

- Price …………………………………………………………………
  a) expresses the value of a product or service for both the seller and the buyer. It is the counter-value of a product or service expressed as money.  
  b) is what the consumer is willing to pay for a given product.  
  c) is the value at which the seller is still willing to put the product up for sale.

6. On the dotted lines, write the terms that the following definitions refer to. 4 points

- The combination of impressions and notions that form within a person or a group about a given person or product.

- Visual or auditory mark, marking goods and services, which distinguishes them from other similar goods/services, and if criteria stipulated in statutes are met, it also provides exclusive rights to those registering it.

- A marking, the objective of which is for manufacturers, producers and distributors to mark their products and distinguish them from those of competitors.

- Impersonal, paid communication aimed at persuasion which is communicated to potential consumers through various media and channels in order to promote and increase the turnover of a given product, service or idea.
7. Explain the concept of personal sales, and list one typical advantage as well as one disadvantage. 3 points

Personal sales/personal selling: ………………………………………………………………
…………………………………………………………………………………………………
Advantages: …………………………………………………………………………………
…………………………………………………………………………………………………
Disadvantages: ………………………………………………………………………………
…………………………………………………………………………………………………
<table>
<thead>
<tr>
<th>Topic</th>
<th>Question number</th>
<th>Maximum points</th>
<th>Points scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basics of Hospitality, Catering and Tourism</td>
<td>1.</td>
<td>3</td>
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<tr>
<td>Basics of Hotel Management</td>
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<td>Basics of Marketing</td>
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<td>7.</td>
<td>3</td>
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</tbody>
</table>

**Test questions**

Points scored in written examination: 100

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

Correcting teacher

Points rounded to a whole number/pontszáma egész számra kerekítve

Points (whole number) entered into programme/programba beírt egész pontszám

Test questions/Teszt jellegű feladatok

Correcting teacher/Javító tanár/Notary/Jegyző/

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

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

irábeli vizsga 1511 16 / 16 2015. május 19.