VENDÉGLÁTÁS-IDEGENFORGALOM ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA
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

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

- foreign currency exchange rates
- number of services used
- travel expenses
- seasonality
- price level of receiving location/destination
- method of transportation used

Also acceptable: solvent demand, service quality, meals taken, competitor prices, trends/vogue (e.g. extreme sports, trips), novelty of product, etc.

2-2 correct solutions are worth 1-1 point. The correcting teacher should round downwards.

2. Provide definitions for the following terms. (3 × 1) 3 points

- Package: a package containing at least two services at hotels or travel agencies
- Discretionary income: the amount of income left after basic needs have been fulfilled, which amount can be freely spent on non-essential needs
- Gastronomy: the art of eating and serving

All correct answers are worth 1 point each. Incomplete answers may not be awarded any partial points. The correcting teacher should not be looking for word-for-word solutions, but the examinee’s answer should cover the gist of the definitions above. In the case of gastronomy, for instance, culinary art is also acceptable.

3. Write two appropriate and relevant examples for each of the categories listed below. 3 points

- festivals: Budapest Spring Festival, Budapest Autumn Festival, Sziget Festival
  also acceptable: Volt, Balaton Sound, Valley of Arts, etc.
- basic infrastructure: roads, power
  also acceptable: water utility/sewer system, communication networks, etc.
- natural attractions: climate, landscape
  also acceptable: hydrography, flora and fauna, medical/medicinal features, etc.

2-2 correct examples may be given the 1-1 point. The correcting teacher should round downwards.
4. Solve the following questions. (1 + 4) 5 points

a) Which catering/hospitality facility are the following characteristic of? Write your answer on the dotted line. 1 point

- 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

\textit{pub}

Only the above solution may be accepted for the one point.

b) Complete the following lists with the most appropriate terms. (4 × 1) 4 points

wine-…, milk-…, drink-…, night-… \hspace{1cm} bar
simplified-…, VAT-…, computerised/machine-issued-… \hspace{1cm} invoice
handover-acceptance-…, unannounced (unexpected)-…, initial (asset determining)-… \hspace{1cm} inventory
inbound-…, outbound-…, international-…, domestic-… \hspace{1cm} tourism/tourist

Each correct answer may be awarded 1 point.

5. Solve the following questions. (1 + 3) 4 points

a) Complete the following definition with the correct term. 1 point

In case of \textit{foodborne illnesses}, 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. (3 × 1) 3 points

<table>
<thead>
<tr>
<th>Factors that cause food spoilage</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>physical</td>
<td>change in water content/change in temperature/mechanical effect/rays of light, etc.</td>
</tr>
<tr>
<td>chemical</td>
<td>enzymes/oxidation/contaminations, impurities/foreign odours, etc.</td>
</tr>
<tr>
<td>biological</td>
<td>animal pests/micro-organisms, etc.</td>
</tr>
</tbody>
</table>

Other, professionally sound answers may also be accepted for 1 point per line.
6. Solve the following questions. (5 + 1) 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.

<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>1820</td>
</tr>
<tr>
<td>Fat</td>
<td>0.1</td>
<td>500</td>
<td>50</td>
</tr>
<tr>
<td>Salt</td>
<td>0.04</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>Carrots</td>
<td>0.15</td>
<td>120</td>
<td>18</td>
</tr>
<tr>
<td>Root parsley</td>
<td>0.15</td>
<td>400</td>
<td>60</td>
</tr>
<tr>
<td>Celery root</td>
<td>0.08</td>
<td>150</td>
<td>12</td>
</tr>
<tr>
<td>Onions</td>
<td>0.06</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>Flour</td>
<td>0.10</td>
<td>120</td>
<td>12</td>
</tr>
<tr>
<td>White wine</td>
<td>0.20</td>
<td>400</td>
<td>80</td>
</tr>
<tr>
<td>Mustard</td>
<td>0.05</td>
<td>400</td>
<td>20</td>
</tr>
<tr>
<td>Sour cream</td>
<td>0.20</td>
<td>800</td>
<td>160</td>
</tr>
<tr>
<td>Lemon</td>
<td>0.20</td>
<td>400</td>
<td>80</td>
</tr>
<tr>
<td>Parsley</td>
<td>1 bunch</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Raw material value of 10 servings: 1820+50+18+60+12+6+80+20+160+80+100 = 2420 1 point

Price margin: 2420x2 = 4840 1 point

Net sales price of 10 servings: 2420+4840 or 2420x3 = 7260 1 point

VAT: 7260x0.27 = 1960 1 point

Gross sales price of 10 servings: 7260+1960 or 7260x1.27 = 9220

Unrounded gross sales price of 1 serving: 9220:10 = 922

Rounded gross sales price of 1 serving: 920 1 point

A total of five points may be awarded for the correct solution in accordance with the above. In case of incorrect calculation, no points may be awarded, even if the solution is correct.

b) What side-dish would you serve with this dish? Name two. 1 point

These types of sauce-rich dishes go best with bread dumplings and pasta. Other appropriate choices are mashed potatoes, croquettes or boiled potatoes. Boiled or steamed vegetables do not really go with this dish.

Two correct solutions merit the 1 point, no half points may be awarded. No separate points should be awarded for explanations.
7. What is the purpose of the following activities? Write the answer on the dotted line.  

4 points


Accountability/holding someone accountable: an external or superior person audits/checks the person concerned in a given transaction, verifying and checking whether actual values are equal to assumed values.

External audit: the uncovering of potential irregularities, and the enforcement of compliance with laws and statutes.

Recording of property and assets: the quantitative and qualitative auditing of various parts of property and assets.

All correct answers are worth 1 point each, if appropriate in terms of content. 
The correcting teacher may also accept other, professionally sound correct solutions.

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

5 points

1. foreign currency  
2. health requirement  
3. body language  
4. party service  
5. procurement  

a) stock increase  
b) event catering  
c) fitness and suitability for work  
d) non-verbal communication  
e) UV light

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<td>b</td>
<td>a</td>
</tr>
</tbody>
</table>

Each correct pairing is worth 1 point.

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

- Making receiving location/destination suitable to receive visitors.
- Tasks related to attractions: recognising attractions, uncovering, nurturing and protecting attractions, development of new attractions.
- Tasks related to tourism reception capacity: measuring/surveying and development of capacity.
- Preparation of inbound travel: surveying the expected inbound travel needs of sending locations, gathering information, establishing contact, programme planning, compilation of domestic packages, preparation of cost estimate, determination of quote price, sending of quotes.
- Publicity, preparation and publishing (online and offline) of publications, participation at trade fairs.

All correct tasks are worth 1 point each. Other, professionally sound answers may also be accepted.
10. The following statements are false. Underline the incorrect term, and write the correct solution on the dotted line. 

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

Correctly: **financing**

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

Correctly: **motivation**

Synonyms or descriptions/explanations of the above terms may also be accepted.

**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.  

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**.

*All correctly underlined terms are worth 1 point. In case of incorrectly underlined terms, the section cannot be evaluated or awarded points.*

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

<table>
<thead>
<tr>
<th>Paid services</th>
<th>Free of charge service</th>
<th>Outside services</th>
</tr>
</thead>
<tbody>
<tr>
<td>guest phone, mini-bar, pay-TV</td>
<td>luggage carrying, wake-up call, table reservation</td>
<td>tour operator, car rental</td>
</tr>
</tbody>
</table>

*All correctly completed groups are worth 1 point. If the examinee places a service into the wrong category, the given column cannot be awarded any points.*
3. Select the odd one out from the following terms (indicate by underlining) and explain your answer.  

- 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: the tasks listed above are those of the cashier, while the management of keys is the responsibility of the concierge.

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

Explanation: all of the above appear as costs and expenses at a hotel, while the room rate generates revenue.

Correct selection and correct explanation are worth 1 point each. Other solutions, deemed correct by the correcting teacher may also be accepted.

4. Briefly explain the meaning of the following terms. (4×2) 8 points

- Grand opening: the publicised, ceremonious event at which the hotel officially opens to the public.

- Suite: a living area made up of several rooms which is larger than hotel guest rooms, and which is rented to guests by accommodations.

- Amenities: small objects, products placed in the guest room or guest bathroom that increase guests’ sense of comfort (e.g. stationary, folder, sewing kit, shampoo) which they can take and use, and which also have advertising value. Those given to VIP guests are always more valuable.

- Mobile hotel: hotel services ensured on transportation vehicles (airplanes, ships, trains, buses), which in certain cases (air or public road travel) provide limited services.

The 2 points each may also be awarded for answers that differ from the above, but are correct in terms of content. Insufficient or incomplete answers may be awarded partial points.

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.

General Manager
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.

**Doorman**

Though in smaller hotels bellhops may also perform these tasks, the above wording excludes this option.

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.

**swimming pool attendant/lifeguard**

Each correct solution is worth 1 point. Synonyms of the above may also be accepted.

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. (5×1) 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>X</td>
</tr>
<tr>
<td>Correctly: <strong>Motels are typically located near traffic roads.</strong></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>X</td>
</tr>
<tr>
<td>Correctly: <strong>The area of a hotel above the ground floor is called Housekeeping. Or: The office responsible for the background tasks of hotel reception is called Back Office.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guests may settle their hotel debts in advance, at departure or subsequently.</td>
<td></td>
<td>X</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>X</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>X</td>
</tr>
<tr>
<td>Correctly: Orders received by the hotel must be replied to every time.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The correct indication of true statements, as well as the required correction of false statements are worth 1-1 point each.

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

- sale of rooms and suites
- sale of food and beverages
- organisation of events
- sale of services (wellness, sports, beauty services, programmes, etc.)

In addition to the above, there are numerous other correct answers. Two correct answers are worth 1 point. The correcting teacher should round downwards.
Basics of Marketing

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

a) Define the following terms. (3×1) 3 points

Market: *the combination of actual and potential sellers and buyers, the combination of supply and demand, and the system of business relationships existing between them.*

Market segmentation: *discovering, mapping out the market and dividing it into homogeneous groups.*

Market segment: *a homogeneous group of the market that has identical features and qualities.*

*Other answers, deemed correct by the correcting teacher, may also be accepted. All correct definitions are worth 1 point each. No partial points may be awarded for incomplete solutions.*

b) Place the steps of market segmentation in their correct order. 2 points

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

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<td>c</td>
<td>a</td>
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</table>

*Perfect solutions should be awarded 2 points; in case of 1 error, the correcting teacher should give 1 point, in all other cases no points should be awarded.*

2. Underline the odd one out and explain your answer. 3×(1+1) 6 points

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

**Explanation:** *The La Manche channel is not a type of sales channel. / The La Manche channel is not a stage of the sales channel.*

Product  
Place  
**Pack**  
Price  
Promotion
**Explanation:** *pack is not an element of the marketing mix.*

**packaging**
- personal sales
- public relations
- sales promotion
- advertising

**Explanation:** *packaging is not an element of the communication mix.*

*Each correct underlining is worth 1 point, and correct explanations are also worth 1 point each. Other correlations, deemed correct by the correcting teacher, may also be accepted.*

3. Pair up the concepts that belong together, and write their corresponding letter into the table. Pair each number with a single letter. (3×1) 3 points

| 1. product life-cycle | a) demand |
| 2. direct marketing | b) data collected for other purposes |
| 3. solvent consumer demand | c) decline |
| 4. secondary information | d) prospectus |
| 5. print media advertising | e) direct sales |
| 6. regular guest/loyalty programmes | f) sales promotion |

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<tbody>
<tr>
<td>e</td>
<td>e</td>
<td>a</td>
<td>b</td>
<td>d</td>
<td>f</td>
</tr>
</tbody>
</table>

*Each 2 correct pairs are worth 1 point each. The correcting teacher should round downwards.*

4. Decide whether the statements below are true or false. Circle the correct letter. (5×1) 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. *(Purchase prices must also be enforced in cost-oriented pricing.)*
- **T** – **F**  The direct sales channel has two stages because the producer sells goods directly to the consumer. *(The direct sales channel has one stage.)*
- **T** – **F**  Consumer behaviour is not impacted by broader socio-economic environment (macro-environment). *(Macro-environment also impacts consumer behaviour.)*
- **T** – **F**  Introverted people are personalities open to the world. *(The extraverted personality is open.)*

*The examinee does not need to explain the solution, the correct circling in itself may be awarded the 1 point each.*
5. Select the correct missing term by underlining. (4×1) 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.

Only the above indicated solutions may be accepted. Each correctly underlined answer is worth 1 point.

6. On the dotted lines, write the terms that the following definitions refer to. (4×1) 4 points

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

- 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.
  trademark

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

- 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.
  advertisement

The correcting teacher may also accept other, synonymous, professionally sound correct solutions.
7. Explain the concept of personal sales, and list one typical advantage as well as one disadvantage. (3×1) 3 points

**Personal sales/personal selling:** *making of sales proposal/offer, and actual sales in an optimal case, during face to face meeting with potential buyer/guest.*

**Advantages:** allows **swift and flexible response** to customer reactions generated, reduces unnecessary efforts, allows primary information to be acquired regarding consumers, special market research opportunities, low equipment-intensity.

**Disadvantages:** expensive, requires a well-trained team of experts, reaching the target group is time consuming.

The correcting teacher may also accept other, professionally sound correct solutions. The incomplete definition of personal sales may not be awarded partial points. Each correct question part (definition, advantages, disadvantages) is worth 1 point each.