

ÉRETTSÉGI VIZSGA • 2008. október 20.

**VENDÉGLÁTÓ-
IDEGENFORGALMI
ALAPISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ**

**OKTATÁSI ÉS KULTURÁLIS
MINISZTERIUM**

Important information

The final score of the written examination can only be a whole number. If the score given for a section is not a whole number, the rules of mathematical rounding should be applied (round up if or above five tenths, and down below five tenths).

Test Questions

Basics of Catering and Tourism

1. Define the following concepts. (3×2) 6 points

- Passengers in transit: *foreign passenger, who travels through a country within 24 hours in a way that the border entry and exit points differ.*
- Micro-environment: *the immediate environment of the enterprise, which affects its activity directly. / The immediate environment includes the partners of the enterprise (suppliers, guests, authorities, inhabitants).*
- Confectionery: *where confectionery, sweets industry products and cold meals are prepared on the spot.*

*Definitions do not have to be the same word by word, they should contain the essence.
2 points can be given for each definition and partial points in case of incomplete answers.*

2. Add the appropriate term or terms to the following definitions.

(4×1) 4 points

- The **heading** is the upper part of the business letter, usually prepared in the printing office. It contains the name and basic data of the sender.
- The **material share** is the type and amount of raw materials for food and drinks.
- The **cost / expenditure** is the money value of the resources used.
- The **office management / administration** is an activity that deals with registering, keeping the records; it is basically managing and administering the business continuously and regularly.

1-1 point can be given for each correct concept.

3. Write two examples for each definition!

(2 × 2 × 0.5) 2 points

Inventory types: transferor's, receiver's, controlling, closing, initial inventory, and when a randomly chosen item is checked

- Catering room with kitchen for hot dishes: restaurant, diner, country tavern, fast-food restaurant, beer-house, coffeehouse, canteen,

Each example is worth 0.5 point. Extra points cannot be given in case of more answers than required.

4. Which of the following statements is the odd-one-out and why? Underline and explain your answer.

2×(1+2) 6 points

- a.) beer garden
private room
staff entrance
terrace

Explanation: *The staff entrance does not belong to the category of catering facilities.*

- b.) participation in the labour safety training
ready-to-work appearance
working while respecting the rules
dealing with guests politely

Explanation: *Dealing with guests politely does not belong to labour safety duties.*

1 point can be given for each correct choice, 2 points for a correct explanation.

5. Define the following professional terms.

(3×2) 6 points

- Voucher: *a warrant about services sold by a travel agency.*
- All inclusive: *a form of catering when the participation fee includes the full board.*
- Destination: *receiving area, where tourism takes place / a place worth visiting for tourists.*

Definitions do not have to be the same word by word, they should contain the essence.

2 points can be given for each definition and partial points in case of incomplete answers.

6. Describe briefly the following characteristics in connection with catering production.

(2 + 2 + 3) 7 points

- The task of catering production: *preparation of ready-to-consume food from goods and raw materials.*
 - Main trading processes before and after production:
 1. *purchase of goods*
 2. *storage*
 3. *production*
 4. *sales*
 5. *service providing*
 - Different stages of production:
 1. *preparation*
 2. *execution*
 3. *finishing processes*
-

Each concept wirths 2 points, processes worth 0,5 point, stages worth 1 point. Concepts should equal in essence, while for the maximum number of points the list should be exactly the same.

7. List three characteristics of tourism products.

(3 x 1) 3 points

1. They are not materials.

2. They consist of several services.

3. Seasonal.

Also acceptable: fixed to a place, production and consumption are simultaneous, cannot be stored, strong competition etc.

Each correct concept is 1 point, no extra points can be given.

Basics of Hotel Management

1. Describe the wellness hotels according to the following aspects. (5 x 1) 5 points

- Categorisation: **3-5***
- Location: ***possibly calm, nice natural environment, where recreation can be ensured.***
- The guest's aim to stay: ***prevention of illness, relaxation, rest, recreation, acquisition of healthy lifestyle***
- Special services in connection with wellness (provide a minimum 5 of them): ***pools, saunas, baths, cosmetics and hairdresser salons, other services connected to cosmetics, massage, recreational treatments, special meals, gastronomical guidance, leisure activities, sports, animation etc.***
- Special spheres of activity in connection with wellness (provide a minimum 5 of them): ***masseur, lifeguard, animator, sports instructor, trainer, beautician, hairdresser, manicurist, chiropodist, wellness specialist, wellness receptionist etc.***

1 point can be awarded for each expression. It is up to the correcting teacher if he or she accepts items not included in the above list. If the minimum number of answers is given, repetitions cannot be accepted.

2. Write the letters of the following accommodation types to the correct group. (10 x 0.5) 5 points

- | | | |
|-------------------|-----------------------------------|--------------------------|
| a) camping | e) holiday home | i) company holiday house |
| b) castle hotel | f) countryside accommodation | j) tourist hotel |
| c) boarding house | g) youth hostel | |
| d) dormitory | h) paid hospitality accommodation | |

Commercial accommodation: ***a), b), c), e), g), j)***

Not commercial (other) accommodation: ***d), f), h), i)***

0,5 point can be given for each correct grouping. Only this solution is correct.

3. Briefly explain the following concepts. (4 x 2) 8 points

- Charged services: ***a group of services which are not included in the price of the room, so guests have to pay extra money for them.***
 - Green hotel: ***hotel that pays attention to environment protection / gained an award of the Hotel Association of Hungary within its program of environmental protection.***
 - Bomb alarm plan: ***written regulations prepared as part of the Fire-protection Plan (or independently), which regulates the tasks of hotel employees in case of an explosion or a similarly dangerous situation.***
-

-
- Fixed cost: ***expenses independent from the business done / based on the owner's decision (e.g. rent, depreciation, insurance premium etc.)***

*Definitions do not have to be the same word by word, they should contain the essence.
In case of incomplete or inaccurate answer, partial points can be given on discretion of the correcting teacher.*

4. List three of the floor housekeeper's tasks. (3 × 1) 3 points

- ***Organizing her inferiors' (housemaids, cleaners) job.***
- ***Checking consumptions from the minibars.***
- ***Checking and controlling her inferiors.***

Also acceptable: checking the rooms' technical condition, preparation of the daily schedule of work, reporting the housemaids' rapport, making preparations for a big cleaning, fulfilling guests' requests etc. 1 point can be given for each correct task, extra points cannot be given.

5. When investing in building a hotel, what kind of hotel entrances are advised to be planned? List six of them. (6 × 1) 6 points

Main entrance / portal, luggage entrance, entrance for groups, loading entrance, staff entrance, entrance for the conference area, entrances to the catering establishments, entrances for the services (hairdresser, cosmetics), entrances to wellness facilities/swimming pools

A maximum of 6 points can be given, namely 1 point per item. Attention should be paid to repetitions.

6. Which of the following is the odd-one-out and why? Underline the expression and explain your answer. (1 + 2) 3 points

making somebody pay, handling messages, information office, handling the keys, wake-up call, handling lost items

Explanation: ***the tasks listed above belong to the concierge, while making somebody pay is the job of the cashier.***

The correct choice is 1 point, the explanation is 2 points. In case of incomplete or inaccurate answer, partial points can be given on discretion of the correcting teacher.

7. Put **relation marks** (>, <, =) between the following concepts, depending whether they are equivalent or different according to a certain dimension. (6 x 0.5) 3 points

1. According to capacity: Double room = Twin room
2. According to position: Front Office Manager < Room's Division Manager
3. According to value: Daily Rate < Rack Rate
4. According to basic area: Plenary room > Section room
5. According to value: Price margin of the accommodation activity = Net income from the accommodation activity
6. According to sphere of authority: General Manager > Sales Manager

Each correct relation mark is worth half a point, only this solution can be accepted.

Basics of Marketing

1. Define the functions of a trademark. (4 × 1) 4 points

1. *distinguishability, uniqueness*
2. *identifiability*
3. *function of guarantee / quality guarantee*
4. *implement of economic competition / quality guarantee*

We expect the student to write the essence of the abovementioned concepts. Other correct answers can also be awarded. 1 point per function can be given.

2. Put the different periods of the development of marketing in the correct order.(4 × 1) 4 points

- a) The period of consumer-oriented marketing
- b) The period of sales-oriented marketing
- c) The period of society-oriented marketing
- d) The period of production-oriented marketing

1. *d)*
2. *b)*
3. *a)*
4. *c)*

4 points are given for the correct order, partial points can also be given.

3. Match the related concepts. One number belongs to one letter.

(6 × 0.5) 3 points

- | | |
|------------------------------|---------------------------------------|
| 1. primary information | a.) marketing-mix |
| 2. marketing | b.) outdoor advertisement |
| 3. 4 P | c.) questionnaire |
| 4. advertisement on vehicles | d.) relations with the general public |
| 5. PR | e.) entrepreneurial behaviour |
| 6. product life curve | f.) decline, deviation |

Solution: 1 – c.) 2 – e.) 3 – a.) 4 – b.) 5 – d.) 6 – f.)

In theory, these are the correct answers, but there may be other logical solutions. Each correct matching is worth 0.5 point.

4. Define the following concepts. (4 × 2) 8 points

- Direct marketing: *an interactive marketing system that aims at making measurable reactions and/or transactions using one or two advertisement devices.*
- Image: *overall public view on the enterprise*
- Secondary information: *all the available information that has already been collected for another purpose.*
- Product: *all marketable products / materialisation of those characteristics, which are to fulfil consumers' demands.*

We expect the student to write the essence of the above mentioned concepts. Other correct answers can also be awarded.

Each correct answer is worth 2 points, partial points can also be given.

5. Decide whether the following statements are true or false. Circle or underline the solution. You do not have to explain why.

(4 x 1) 4 points

a.) The first step of market research is making the actual research, which is followed by defining the research topic and preparing the research plan.

True – False

b.) Consumer goods are products which are intended for individual or household use and do not need any further industrial transformation.

True – False

c.) An experiment is a secondary method of acquiring information.

True – False

d.) Consumer behaviour is mostly influenced by the broader social and economic environment, and the narrower social environment.

True – False

Each correct answer is worth 1 point.

6. Which of the following is the odd-one-out and why? Underline the expression and explain your answer. (4 x 1) 4 points

- a.) recognizing the problem
gathering information
editing a questionnaire
valuing alternatives
customer decision
post-purchase behaviour

Explanation: *editing a questionnaire is not a stage of purchasing.*

- b.) classic channel
artificial channel
transit channel
wholesaler
direct channel
semi-wholesale channel

Explanation: *the wholesaler is an actor of the distribution channel, while the others are the variants of the channels/stages.*

1 point can be given for the correct underlining, 1 for the explanation. Other logical answer can also be accepted.

7. Complete the following sentences in connection with influencing the market. (3 × 2) 6 points

- **Promotion** is a kind of marketing communication device which aims at bridging the gap between demand and supply. It is a sequence of impersonal steps of informing the potential customer about the supply and convincing him/her that the supply is advantageous.
- **Personal marketing/Personal Selling** is the activity of approaching the target group orally and by direct contacts in order to make them purchase the product.
- All the activities, which support both personal sale and promotion, and use product fairs, exhibitions and other occasional marketing activities, belong to the sphere of **sales promotion**.

Each correct concept is worth 1 point.