



# SLIATE

**SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION**

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

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## Higher National Diploma in Tourism and Hospitality Management

First Year, Second Semester Examination – 2015

### THM 12073 - Introduction to the Hospitality Industry

**Instructions for Candidates:**

**Answer 05 question only**

**No. of questions: 06**

**No. of pages : 02**

**Time : 03 Hrs.**

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#### Question No 01

- i. Define the following terms. (06 Marks)
- Hospitality
  - Hotel
  - Guest Satisfaction

- ii. Briefly describe the sectors in Hospitality Industry. (06 Marks)

- iii. Explain the forces that affect the growth & change of hospitality Industry today. (08 Marks)

**(Total 20 marks)**

#### Question No 02

- i. What are the characteristics of hospitality product? (06 Marks)

- ii. How do you minimize the 'Service Perishability' in hospitality products? (06 Marks)

- iii. Write a paragraph explaining 'The recent developments of hospitality sector in the world' (08 Marks)

**(Total 20 marks)**

#### Question No 03

- i. Name the major and other departments in a classified tourist hotel. (06 Marks)

- ii. Explain the operations of any two departments mentioned above. (06 Marks)

- iii. Describe the Manager's role in a hotel. (08 Marks)

**(Total 20 marks)**

#### **Question No 04**

- i. Name 04 types of restaurants and briefly describe two of them. (06 Marks)
- ii. State 5 reasons why F&B service personnel should be trained well in hospitality industry. (06 Marks)
- iii. What are the challenges faced by the food service industry today and give your suggestions to overcome those issues. (08 Marks)

**(Total 20 marks)**

#### **Question No 05**

- i. Name & describe three types of service transactions. (06 Marks)
- ii. Describe the importance of service in hospitality industry. (06 Marks)
- iii. What are the advantages and disadvantages of entering international hotel chains into Sri Lankan hospitality market? (08 Marks)

**(Total 20 marks)**

#### **Question No 06**

Explain the followings by comparing & contrasting.

- i. City hotels Vs Resort hotels
- ii. Guests satisfaction Vs Guests complaints
- iii. Service quality Vs unskilled labour
- iv. Hotels Vs Guest houses (05 Marks × 04)

**(Total 20 marks)**