

Hospitality Management

1. Newspaper advertising is used by hotels to promote their special rates:
 - A. to meet the special psychographics for a selected group
 - B. for a specific demographic
 - C. in a specific geographic region
 - D. throughout the United States
2. A television channel in the hotel room that tells about local attractions is called:
 - A. in-house selling
 - B. market segmentation
 - C. interactive marketing
 - D. wide band marketing
3. ____ must be considered when positioning the hotel's corporate brand.
 - A. Employees' expectations
 - B. Target market
 - C. Distribution
 - D. Promotional budget
4. What is geographic segmentation?
 - A. divides markets by physical locations
 - B. restricts some types of travel
 - C. has no influence on international travel marketing
 - D. is based on consumer emotions
5. Marketing involves
 - A. developing new products
 - B. developing satisfying customer relationships
 - C. maximizing profit
 - D. identifying demographics
6. The top purpose of marketing is to
 - A. gain favorable public relations
 - B. capture the largest market share
 - C. create and keep customers
 - D. maximize profit
7. Hospitality marketing is
 - A. advertising and promoting special room rates to increase business
 - B. upselling or suggesting fries to go with that burger
 - C. conducting surveys to learn about the customer's experience

- D. doing what it takes to determine and satisfy the needs of the customer and the company
8. _____ oriented companies are truly successful in a competitive hospitality marketplace
- A. Customer
 - B. Success
 - C. Business
 - D. Marketing
9. Nearly ____ of the dollars spent on goods and services pays for marketing activities such as research, product development, pricing, financing, distribution, and managing of a product or service
- A. one-fourth
 - B. one-half
 - C. three-fourths
 - D. two-thirds
10. Assisting in the design and development of a new hospitality product is:
- A. diversifying the product line
 - B. marketing-information management
 - C. product/service management
 - D. promotion and advertising
11. Creating customer value involves:
- A. attitudes and beliefs
 - B. beliefs and demographics
 - C. demographics
 - D. superior product
12. B & Bs typically offer
- A. all of the amenities of a full-service hotel
 - B. exercise equipment and fine dining
 - C. easy access to major means of transportation
 - D. privacy, personal service, and atmosphere
13. Customer perceived pain of expenditure can be measured by all of the following except
- A. convenience segment
 - B. price segment
 - C. status segment
 - D. value segment
14. Hotel reward programs offer all of the following to loyal customers except
- A. free parking
 - B. tax-free rooms

- C. reduced room rates
 - D. upgraded rooms for no additional charge
15. A guest's account record at the front desk is called the guest
- A. profile
 - B. receipt
 - C. reservation
 - D. folio
16. Prices for refreshment breaks and receptions should not be based on
- A. length of the function
 - B. size of the group
 - C. type of food
 - D. social status of the target group
17. A group can terminate and cancel a hotel contract with the group being liable for all of the following reasons except
- A. better offer from the competition
 - B. destruction of the means of performance (hotel)
 - C. act of God
 - D. frustration of purpose
18. The breakeven point is the point at which
- A. blocked reservations are released
 - B. a hotel fails because costs exceed revenue
 - C. revenue equals the cost of running a business
 - D. all rooms are reserved for a given night
19. ____ involves gathering and using information about customers to improve business decision making.
- A. Product development
 - B. Marketing-information management
 - C. Secondary research
 - D. Random survey
20. Factors considered when setting room rates do not include:
- A. services and amenities offered
 - B. climate trends
 - C. demand
 - D. competition
21. Yield management is:

- A. concerned with maximizing revenue from room sales
 - B. a way of ensuring customer satisfaction
 - C. the ratio of occupied to available rooms
 - D. not directly related to occupancy rates
22. ___ are goals or basic expectations that a business must meet to succeed.
- A. Benchmarks
 - B. Missions
 - C. Expectations
 - D. Standards
23. ___ is used to log in shipments of ski equipment when it arrives at the ski resort.
- A. The receiving record
 - B. The invoice
 - C. The shipping contract
 - D. The delivery form
24. Equilibrium price of a hospitality good or service is determined by trial and error and exists when:
- A. hospitality businesses compute the average selling price in the area
 - B. the amount supplied is equal to the amount demanded
 - C. research shows what the market will tolerate
 - D. hospitality businesses total their costs and markup
25. Which one of the following is not a reason for hotel renovation?
- A. to increase efficiency of equipment
 - B. to replace worn-out or broken furniture and fixtures
 - C. to narrow the target market to a high-end customer
 - D. to upgrade amenities, technology, and guest accessibility
26. The marketing-research brief helps the researcher perform:
- A. supervising
 - B. hiring
 - C. observing
 - D. planning
27. ___ is an example of a housekeeping productivity standard for a hotel.
- A. Four minutes to check in an arriving guest
 - B. Five minutes to park a guest's vehicle
 - C. Three minutes to unload a supply shipment
 - D. Six minutes to change sleeping room bedding
28. ___ rooms would most likely be cleaned first by housekeeping.

- A. Out-of-order
 - B. Early arrival
 - C. Stayover
 - D. Late arrival
29. Anytime the employee comes in contact with the guest is known as:
- A. the hospitality product
 - B. the moment of truth
 - C. the moment of realization
 - D. the point of realization
30. Tracking customer clicks and typical navigation on a hotel's Web site can be used to:
- A. sell the hotel's product more efficiently
 - B. examine the efficiency of search engine placement
 - C. segment the online customer market
 - D. monitor pay-per-click advertisements
31. Which one of the following is not a reason why price is important to marketers?
- A. it is a status indicator for the hotel
 - B. it is the revenue producing part of the marketing mix
 - C. it can have an effect on customer loyalty
 - D. it is a force in attracting attention and creating sales
32. Which one of the following is not a way to change price?
- A. change the quality of goods and services provided by the seller
 - B. change the market perception of the goods and services
 - C. change the time and place of payment
 - D. change the form of payment
33. Leaders who practice _____ leadership gain the respect of their employees.
- A. autocratic
 - B. open
 - C. democratic
 - D. situational
34. Prices for refreshment breaks and receptions should not be based on:
- A. financial status of the target group
 - B. size of the group
 - C. length of the function
 - D. type of food
35. Electronic connections for reservations of hotel rooms, cars, airlines, and special tours are called:

- A. point-of-sales systems
- B. Internet connections
- C. global distribution systems
- D. central reservation systems

36. A guest's account record at the front desk is called the guest:

- A. reservation
- B. receipt
- C. profile
- D. folio

37. The bundle purchase concept is based upon

- A. having a conference at multiple hotels
- B. the consumer wanting more than one product
- C. the consumer only wanting one product
- D. one-stop shopping convenience

38. An increasingly popular form of non-traditional marketing is

- A. service marketing
- B. loyalty marketing
- C. relationship marketing
- D. quality marketing

39. The AAA (American Automobile Association) uses _____ to rate the quality of hotels.

- A. diamonds
- B. dollar icons
- C. percentages
- D. stars

40. Hotels who earn high rankings

- A. depend upon guest satisfaction primarily from the physical facility
- B. recruit experienced employees who need little training
- C. have employees who focus solely on their tasks
- D. establish and train consistent policies of customer service

41. The housekeeping department

- A. has an indirect impact on customer satisfaction
- B. plays a behind-the-scenes role in customer satisfaction
- C. plays a crucial role in customer satisfaction
- D. has no impact on customer satisfaction

42. A program that rewards guests with points, miles, or stamps that can be redeemed or used as discounts for products and services is known as

- A. a customer program
- B. a loyalty program
- C. a frequency program
- D. a rapid rewards program

43. All of the following are examples of hotel amenities except

- A. laundry service
- B. ice buckets
- C. bed roll down and a home-made cookie
- D. refrigerators

44. High gas prices may result in

- A. more long distance vacations
- B. more staycations
- C. increased dining out
- D. higher occupancy rates at hotels

45. Most full-service hotels have _____ for guests who need cash.

- A. money orders
- B. check-cashing services
- C. ATM machines
- D. in-house banks

46. Hospitality employees who communicate with guests through e-mail:

- A. can use popular text message abbreviations
- B. can use a casual form of communication
- C. should use complete sentences with proper grammar
- D. do not have to worry about spell check since a hard copy is not sent

47. The gold standard of the hospitality industry is:

- A. high occupancy rate
- B. social awareness
- C. repeat business
- D. high REVPAR

48. A customer with a guaranteed reservation:

- A. receives priority over walk-in customers
- B. can usually negotiate their hotel room rate
- C. is not required to pay until they check out of the room
- D. can be accommodated easily with a large number of stayovers

49. Hotels are now training their employees to remember their customers' names. This procedure will meet the customers':

- A. self-esteem needs
- B. social needs
- C. self-actualization needs
- D. safety needs

50. When supervisors give some of their duties to other employees they have:

- A. delegated duties
- B. completed duties
- C. outsourced duties
- D. discharged duties

51. Hospitality employees can be terminated

- A. for being overqualified for their position
- B. at the discretion of the supervisor
- C. any time for any reason
- D. with appropriate documentation about their performance

52. Effective guest service

- A. requires employee training
- B. is solely the responsibility of the front-of-the-house operations
- C. is the sole responsibility of the general manager
- D. requires good fortune in employee selection

53. The hotel job specification

- A. ranks jobs according to level of pay
- B. lists all qualifications a worker needs to complete the job
- C. includes expectations of the prospective employee
- D. can usually be found in newspaper want ads

54. Performance problems may indicate a need for

- A. training
- B. a demotion
- C. dismissal
- D. a promotion

55. Which of the following is not a reason for employee uniforms?

- A. recognizable by customers
- B. create a sense of order and attentiveness
- C. security purposes

- D. control employee behavior
56. Employee recognition programs should not
- A. create employee discord and jealousy
 - B. consist of intangible rewards
 - C. consist of tangible rewards
 - D. occur more than once every two years
57. Successful hospitality employees
- A. create and maintain marketing relationships
 - B. have introverted personalities
 - C. realize that most guest sales are a one-time source of revenue
 - D. are totally concerned about profit
58. Hotels that dedicate marketing personnel to build customer loyalty are called
- A. autocratic
 - B. laissez faire
 - C. customer-centric
 - D. profit oriented
59. The hospitality industry
- A. has high starting salaries
 - B. does not require geographic mobility for promotion
 - C. has stagnant job opportunities
 - D. regularly promotes up and coming employees
60. Who is responsible for ordering, receiving, and storing hotel supplies?
- A. general manager
 - B. executive housekeeper
 - C. IT specialist
 - D. front desk supervisor
61. Most front-desk agents at a hotel are paid:
- A. hourly wages
 - B. incentive pay
 - C. a salary
 - D. commission
62. To make sure that the properly qualified people apply for a job is dependent upon:
- A. strict deadlines for application
 - B. advertising only within the company
 - C. job structure

D. the job description

63. Performance problems may indicate a need for:

- A. training
- B. dismissal
- C. a demotion
- D. a promotion

64. Job shadowing is:

- A. usually a paid internship
- B. following a worker to learn about his or her job
- C. not available for high school students
- D. an Internet privacy issue

65. Making another person responsible for some of your job duties is called

- A. delegation
- B. job enlargement
- C. specialization
- D. job enrichment

66. The contract between a business and insurance company to cover certain business risks is known as a(n)

- A. insurance policy
- B. security program
- C. deductible
- D. liability transfer

67. ADA laws impact all of the following at a hotel except

- A. thread-count of bedding
- B. width of the door
- C. accessible shower
- D. elevators

68. The Super Bowl is scheduled for the city where your hotel is located. You should charge

- A. weekend special rates for the event
- B. should lower rates for the event
- C. incentive rates for the event
- D. rack rates for the event

69. Which act forbids a business to require buyers to purchase other goods in order to get the product they want from that business?

- A. Sherman Antitrust Act

- B. Federal Power Act
- C. Robinson-Patman Act
- D. Clayton Act

70. Using the stakeholder approach to ethics, you proudly set low prices but as a result you harm:

- A. customers
- B. competitors
- C. employees
- D. society

71. The use of past booking history and current booking activity to forecast demand as accurately as possible is known as:

- A. room pricing or rack rate management
- B. consumer or distribution management
- C. price or planning management
- D. revenue or yield management

72. Most hotels now offer guests:

- A. free telephone service
- B. free room service
- C. free Internet service
- D. Internet service for a fee

73. Teleconferencing

- A. has had no effect on business travel
- B. has impacted business travel
- C. has proved to be more effective than face-to-face meetings
- D. has replaced almost all international travel

74. When hotels and other travel-related companies work cooperatively with each other to offer special promotions to increase business, it is known as

- A. product planning
- B. relationship marketing
- C. developing partnerships
- D. mentoring

75. Which of the following is not a third-party reservation system for a hotel?

- A. Marriott central reservations
- B. Expedia
- C. com
- D. Price Line

76. Dramatically upgraded services and amenities
- A. usually indicate an older lodging facility
 - B. rarely return the investment made on them
 - C. are a growing trend in all forms of the hospitality industry
 - D. are available only in full-service hotels
77. Seniors like limited service hotels for all of the following reasons except
- A. refrigerators in the rooms
 - B. luxury services
 - C. free hot breakfast
 - D. reasonable prices
78. A group of people who are closely knit by reason of one or more relationships is called a:
- A. network
 - B. organization
 - C. nest
 - D. center of influence
79. Staycations have become increasingly popular due
- A. to terrorism threats
 - B. to a weak economy
 - C. to a strong economy
 - D. to low gas prices
80. Pet-friendly hotels
- A. have large liability issues
 - B. are very rare
 - C. are becoming increasingly popular
 - D. are only offered at discount properties
81. A customer with a guaranteed reservation
- A. is not required to pay until they check out of the room
 - B. can usually negotiate their hotel room rate
 - C. receives priority over walk-in customers
 - D. can be accommodated easily with a large number of stayovers
82. Which of the following demonstrates social responsibility by a hotel?
- A. free parking for guests
 - B. recycling cans and paper goods
 - C. complimentary cookies in the rooms
 - D. security present in the parking lot

83. Restaurant business, shopping mall business, and gas station business related to the hotel occupancy is referred to as the

- A. shoulder effect of tourism
- B. ripple effect of tourism
- C. domino effect of tourism
- D. diminishing return of tourism

84. _____ hotels practice environmental conservation

- A. Green
- B. White
- C. Blue
- D. Red

85. Tourism

- A. Is ranked as the number 1 or 2 industry for most states
- B. Is not impacted by the recession
- C. Has a small impact on most state economies
- D. Involves traveling from one state to another state

86. _____ is a combination of related services in a single-priced product.

- A. Joint venture
- B. Alliance
- C. Partnership
- D. Package

87. _____ is an example of a marketing objective that a hospitality business might include in its marketing plan.

- A. Achieve \$10 million in sales next year
- B. Increase advertising by 10 percent
- C. Hire five new sales associates next month
- D. Maintain prices at a competitive level

88. A salesperson makes the following statement during a group presentation. "When you use our product, it will help you analyze problems in your convention hotel and create real solutions that you can use every day." The use of the words "you" and "your" indicate:

- A. dependency
- B. ownership
- C. impersonal reference
- D. recognition

89. Sales forecasts for hotel marketing plans are used as a:

- A. standard of measurement

- B. financial goal
 - C. compilation of data
 - D. type of research
90. ____ supervises the reservationists and is accountable for meeting revenue management goals.
- A. The director of catering
 - B. The director of transient sales
 - C. The director of group sales
 - D. The director of marketing
91. ____ is the first step of the sales process.
- A. Presentation
 - B. Approach
 - C. Prospecting
 - D. Preapproach
92. What is personal selling?
- A. involves indirect communication with the customer
 - B. is one standardized approach to selling to a wide range of customers
 - C. is one-size-fits-all approach
 - D. allows salespersons to adapt their presentations to the needs of individuals
93. Sales ____ are cold calls designed to turn the sales force out en masse to telephone or visit as many potential customers as possible.
- A. blitzes
 - B. prospects
 - C. referrals
 - D. chains
94. The final step of the hospitality sales process is the:
- A. prospecting stage
 - B. closing stage
 - C. post-sale follow up
 - D. overcoming objection stage
95. Perishable inventory, fluctuating demand, and low variable costs are reasons for the hotel industry to:
- A. skimming price strategy
 - B. penetration price strategy
 - C. firm price strategy
 - D. use a selective discounting price strategy

96. A customer states in a sales conversation, "The hotel we usually stay at does not provide adequate bath amenities." This statement is an example of a customer's

- A. desire
- B. need
- C. want
- D. opportunity

97. The first step in the sales process is the

- A. approach
- B. prospecting
- C. preapproach
- D. presentation

98. Good salespeople are not

- A. customer oriented
- B. adaptive
- C. learning oriented
- D. autocratic

99. Extended weekend package is an example of a

- A. special promotion
- B. rack rate
- C. conference perk
- D. loyalty reward

100. Developing hotel promotions for seniors is based upon

- A. product usage
- B. psychographics
- C. demographics
- D. geographics

Answers

- | | | |
|-------|-------|--------|
| 1. C | 41. C | 81. C |
| 2. C | 42. C | 82. B |
| 3. B | 43. B | 83. B |
| 4. A | 44. B | 84. A |
| 5. B | 45. C | 85. A |
| 6. C | 46. C | 86. D |
| 7. D | 47. C | 87. A |
| 8. D | 48. A | 88. B |
| 9. B | 49. A | 89. A |
| 10. C | 50. A | 90. B |
| 11. A | 51. D | 91. C |
| 12. D | 52. A | 92. D |
| 13. C | 53. B | 93. A |
| 14. B | 54. A | 94. C |
| 15. D | 55. D | 95. D |
| 16. D | 56. A | 96. D |
| 17. A | 57. A | 97. C |
| 18. C | 58. C | 98. D |
| 19. B | 59. D | 99. A |
| 20. B | 60. B | 100. C |
| 21. A | 61. A | |
| 22. D | 62. D | |
| 23. A | 63. A | |
| 24. B | 64. B | |
| 25. C | 65. A | |
| 26. D | 66. A | |
| 27. D | 67. A | |
| 28. B | 68. D | |
| 29. B | 69. D | |
| 30. A | 70. B | |
| 31. A | 71. D | |
| 32. B | 72. C | |
| 33. C | 73. B | |
| 34. A | 74. C | |
| 35. C | 75. A | |
| 36. D | 76. C | |
| 37. B | 77. B | |
| 38. C | 78. C | |
| 39. A | 79. B | |
| 40. D | 80. C | |