

---

## HOSPITALITY MANAGEMENT

### Overview

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events.

This is an individual objective test.

### Competencies

<http://www.fbla-pbl.org/docs/ct/FBLA/HOSPITALITYMANAGEMENT.pdf>

### Web Site Resources

- American Hotel & Lodging Association  
<http://www.ahla.com/>
- National Restaurant Association  
<http://www.restaurant.org/>

---

## HOSPITALITY MANAGEMENT SAMPLE QUESTIONS

1. Table-service dining refers to:
  - a. only four-star restaurants
  - b. high-cost restaurants
  - c. restaurants that employ servers
  - d. fast-food places
2. \_\_\_\_ are the major activities of the marketing process.
  - a. Manufacturing, promotion, distribution, and pricing
  - b. Research, production, promotion, and consumption
  - c. Identification, production, distribution, and consumption
  - d. Planning, pricing, promotion, and distribution
3. \_\_\_\_ is where a business stands in relation to other similar businesses.
  - a. Mission
  - b. Market share
  - c. Market position
  - d. Target objective
4. \_\_\_\_ travel involves traveling within the United States.
  - a. Interstate
  - b. International
  - c. Domestic
  - d. Global
5. Niche marketing involves which one of the following?
  - a. concentrating on a smaller, uniquely defined group of people
  - b. international travel to multiple locations
  - c. focusing on the widest possible population
  - d. avoiding complaints of discrimination

- 
6. Travel agents will:
    - a. not be affected by airline rate changes
    - b. prefer individual to corporate clients
    - c. provide the same service as online systems at a lower cost
    - d. earn commissions on reservations they make
  7. Yield management is:
    - a. the ratio of occupied to available rooms
    - b. not directly related to occupancy rates
    - c. a way of ensuring customer satisfaction
    - d. concerned with maximizing revenue from room sales
  8. \_\_\_\_ is an effective objective that a hotel supply business might develop before proceeding with the marketing planning process to achieve the objective.
    - a. Reduce prices on seasonal products
    - b. Develop advertising to appeal to a broad audience
    - c. Increase sales this year by 10 percent over last year
    - d. Hire more salespeople
  9. What amount is a hotel gift shop losing in a year if two employees give their friends the 25 percent employee discount on goods that sell for a total of \$1,500?
    - a. \$525.00
    - b. \$675.00
    - c. \$450.00
    - d. \$375.00
  10. \_\_\_\_ is an example of a housekeeping productivity standard for a hotel.
    - a. Four minutes to check in an arriving guest
    - b. Three minutes to unload a supply shipment
    - c. Five minutes to park a guest's vehicle
    - d. Six minutes to change sleeping room bedding
  11. Hotels that dedicate marketing personnel to build customer loyalty are called:
    - a. customer-centric
    - b. independent operators
    - c. single-image
    - d. franchise marketers
  12. Large hotels and resorts \_\_\_\_ to enhance their guests' experience during their stay at the facility.
    - a. offer discounted packages
    - b. sell related products
    - c. plan various activities
    - d. make dining reservations
  13. When a fax arrives that requires a guest's immediate attention, the hotel employee should:
    - a. have the document delivered to the guest right away
    - b. place the fax in a folder for the guest to pick up later
    - c. ask the bell staff to place the fax in the mail pick-up rack
    - d. call the guest's room and advise him/her about the fax
  14. Anytime that an employee has contact with a customer or when the service product meets the service delivery is referred to as:
    - a. service delivered
    - b. guerilla marketing
    - c. moment of truth
    - d. marketing differentiation

- 
15. Job shadowing is:
    - a. not available for high school students
    - b. an Internet privacy issue
    - c. following a worker to learn about his or her job
    - d. usually a paid internship
  
  16. Jon just received a letter informing him that someone else was hired for a hospitality job for which Jon had been interviewed. Since Jon didn't get the job, does he need to write an interview follow-up letter to the company?
    - a. No, since Jon wasn't hired, he doesn't need to write.
    - b. Yes, the company will be expecting to hear from Jon.
    - c. Yes, he should have already sent the follow-up letter.
    - d. No, it's too late to send a follow-up letter.
  
  17. One of the main reasons why people develop a network of friends and business associates is to:
    - a. organize social activities
    - b. increase their educational level
    - c. identify career opportunities
    - d. understand the work environment
  
  18. \_\_\_ is the department primarily responsible for communicating with guests and coordinating interrelated activities among the hotel's various departments.
    - a. Front office
    - b. Housekeeping
    - c. Maintenance
    - d. Bell staff
  
  19. A legal agreement to operate a business under the name of an already established business trade name or brand is a:
    - a. corporation
    - b. sole proprietorship
    - c. franchise
    - d. management contract
  
  20. \_\_\_ involves evaluating demand and selling prices that result in maximum revenue.
    - a. Yield management
    - b. Room management
    - c. Customer feedback
    - d. Occupancy rate
  
  21. When a hotel experiences a fire, earthquake, or tornado the motel staff should:
    - a. not panic guests with details
    - b. call the local law enforcement agency
    - c. follow appropriate emergency procedure
    - d. call all rooms individually
  
  22. The Internet:
    - a. offers intermediaries to reserve hospitality and tourism services
    - b. has very little impact on the hospitality industry
    - c. has made a slower impact on society than television
    - d. has not proven to be an effective sales tool

- 
- 
23. Hotels keep records of customers and their preferences using:
- business programs
  - sales records
  - guest-history database
  - purchased mailing lists
24. Hotels want to be included in the database of intermediaries because:
- they earn more commission from Internet business
  - they can reach more potential customers
  - they can collect information about customers
  - rooms can be rented for reduced rates
25. Hotel supply companies that operate at the international level should be aware of political factors such as civil unrest or \_\_\_\_\_ that affect trade.
- competitors
  - currency rates
  - business cycles
  - embargoes
26. The key feature of resort marketing is:
- presenting an economical package
  - marketing the experience more than the space
  - effective use of timeshares
  - taking advantage of off-peak rates
27. What is one of the greatest advantages of collecting primary data for a hotel marketing research project?
- Primary data can be gathered quickly.
  - Collecting primary data is inexpensive.
  - The data collected is most closely related to the project.
  - The market researcher may influence the consumer's response.
28. Personal selling is:
- creating and maintaining extensive partnerships with other companies in the same industry
  - a one-on-one presentation to encourage a customer to buy a product or service
  - an outdated strategy for maximizing sales in the hospitality industry
  - a promotion or set of promotions to encourage customers to buy products
29. \_\_\_\_\_ is a combination of related services in a single-priced product.
- Joint venture
  - Partnership
  - Alliance
  - Package
30. A company that sells high-ticketed industrial goods for large convention hotels will make the greatest impact with:
- advertising
  - personal selling
  - sales promotion
  - publicity