

### 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/>

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## 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

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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

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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 infomediaries 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

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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

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### Hospitality Management Answer Key

1) C	11) A	21) C
2) D	12) C	22) A
3) C	13) A	23) C
4) C	14) C	24) B
5) A	15) C	25) D
6) D	16) C	26) B
7) D	17) C	27) C
8) C	18) A	28) B
9) D	19) C	29) D
10) D	20) A	30) B

### Introduction to Business Answer Key

1) B	11) D	21) A
2) C	12) D	22) C
3) C	13) D	23) B
4) D	14) A	24) B
5) D	15) B	25) C
6) A	16) D	26) A
7) C	17) B	27) A
8) D	18) D	28) D
9) C	19) C	29) D
10) C	20) A	30) D

### Introduction to Business Communication Answer Key

1) C	11) A	21) D
2) B	12) A	22) A
3) D	13) B	23) B
4) A	14) A	24) D
5) A	15) D	25) A
6) B	16) B	26) B
7) B	17) B	27) C
8) B	18) D	28) D
9) D	19) C	29) D
10) D	20) C	30) B

### Introduction to Parliamentary Procedure Answer Key

1) D	11) C	21) C
2) D	12) A	22) B
3) B	13) B	23) A
4) A	14) A	24) A
5) A	15) D	25) C
6) C	16) D	26) C
7) A	17) A	27) C
8) D	18) C	28) C
9) C	19) C	29) A
10) D	20) D	30) C

### Introduction to Technology Concepts Answer Key

1) C	11) C	21) C
2) D	12) C	22) D
3) D	13) B	23) C
4) D	14) A	24) D
5) A	15) A	25) D
6) D	16) C	26) C
7) A	17) C	27) D
8) B	18) B	28) B
9) C	19) A	29) D
10) A	20) D	30) B