**Hospitality Management - 2016 SLC**

1)  Newspaper advertising is used by hotels to promote their special rates:

A) throughout the United States

B) for a specific demographic

C) in a specific geographic region

D) to meet the special psychographics for a selected group

2)  A television channel in the hotel room that tells about local attractions is called:

A) in-house selling

B) interactive marketing

C) market segmentation

D) wide band marketing

3)  \_\_\_\_ must be considered when positioning the hotel's corporate brand.

A) Target market

B) Employees' expectations

C) Distribution

D) Promotional budget

4)  What is geographic segmentation?

A) restricts some types of travel

B) has no influence on international travel marketing

C) is based on consumer emotions

D) divides markets by physical locations

5)  Marketing involves

A) maximizing profit

B) developing new products

C) developing satisfying customer relationships

D) identifying demographics

6)  The top purpose of marketing is to

A) capture the largest market share

B) create and keep customers

C) maximize profit

D) gain favorable public relations

7)  Hospitality marketing is

A) conducting surveys to learn about the customer’s experience

B) doing what it takes to determine and satisfy the needs of the customer and the company

C) advertising and promoting special room rates to increase business

D) upselling or suggesting fries to go with that burger

8)  \_\_\_\_\_\_\_\_\_\_ oriented companies are truly successful in a competitive hospitality marketplace

A) Success

B) Marketing

C) Customer

D) Business

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) three-fourths

C) one-half

D) two-thirds

10)  Assisting in the design and development of a new hospitality product is:

A) promotion and advertising

B) diversifying the product line

C) marketing-information management

D) product/service management

11)  Creating customer value involves:

A) attitudes and beliefs

B) demographics

C) beliefs and demographics

D) superior product

12)  B & Bs typically offer

A) easy access to major means of transportation

B) exercise equipment and fine dining

C) all of the amenities of a full-service hotel

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) value segment

C) status segment

D) price segment

14)  Hotel reward programs offer all of the following to loyal customers except

A) free parking

B) upgraded rooms for no additional charge

C) reduced room rates

D) tax-free rooms

15)  A guest’s account record at the front desk is called the guest

A) receipt

B) profile

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) social status of the target group

D) type of food

17)  A group can terminate and cancel a hotel contract with the group being liable for all of the following reasons **except**

A) frustration of purpose

B) act of God

C) better offer from the competition

D) destruction of the means of performance (hotel)

18)  The breakeven point is the point at which

A) blocked reservations are released

B) revenue equals the cost of running a business

C) all rooms are reserved for a given night

D) a hotel fails because costs exceed revenue

19)  \_\_\_\_ involves gathering and using information about customers to improve business decision making.

A) Marketing-information management

B) Random survey

C) Secondary research

D) Product development

20)  Factors considered when setting room rates do **not** include:

A) demand

B) competition

C) climate trends

D) services and amenities offered

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) Missions

B) Benchmarks

C) Expectations

D) Standards

23)  \_\_\_\_ is used to log in shipments of ski equipment when it arrives at the ski resort.

A) The delivery form

B) The receiving record

C) The shipping contract

D) The invoice

24)  Equilibrium price of a hospitality good or service is determined by trial and error and exists when:

A) research shows what the market will tolerate

B) the amount supplied is equal to the amount demanded

C) hospitality businesses total their costs and markup

D) hospitality businesses compute the average selling price in the area

25)  Which one of the following is **not** a reason for hotel renovation?

A) to narrow the target market to a high-end customer

B) to upgrade amenities, technology, and guest accessibility

C) to replace worn-out or broken furniture and fixtures

D) to increase efficiency of equipment

26)  The marketing-research brief helps the researcher perform:

A) planning

B) observing

C) hiring

D) supervising

27)  \_\_\_\_ is an example of a housekeeping productivity standard for a hotel.

A) Six minutes to change sleeping room bedding

B) Five minutes to park a guest's vehicle

C) Three minutes to unload a supply shipment

D) Four minutes to check in an arriving guest

28)  \_\_\_ rooms would most likely be cleaned first by housekeeping.

A) Late arrival

B) Early arrival

C) Out-of-order

D) Stayover

29)  Anytime the employee comes in contact with the guest is known as:

A) the moment of truth

B) the hospitality product

C) the point of realization

D) the moment of realization

30)  Tracking customer clicks and typical navigation on a hotel's Web site can be used to:

A) monitor pay-per-click advertisements

B) segment the online customer market

C) examine the efficiency of search engine placement

D) sell the hotel's product more efficiently

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 a force in attracting attention and creating sales

C) it can have an effect on customer loyalty

D) it is the revenue producing part of the marketing mix

32)  Which one of the following is **not** a way to change price?

A) change the market perception of the goods and services

B) change the quality of goods and services provided by the seller

C) change the form of payment

D) change the time and place of payment

33)  Leaders who practice \_\_\_\_\_\_\_\_\_\_\_\_ leadership gain the respect of their employees.

A) situational

B) autocratic

C) democratic

D) open

34)  Prices for refreshment breaks and receptions should **not** be based on:

A) type of food

B) length of the function

C) size of the group

D) financial status of the target group

35)  Electronic connections for reservations of hotel rooms, cars, airlines, and special tours are called:

A) central reservation systems

B) point-of-sales systems

C) Internet connections

D) global distribution systems

36)  A guest’s account record at the front desk is called the guest:

A) receipt

B) folio

C) profile

D) reservation

37)  The bundle purchase concept is based upon

A) having a conference at multiple hotels

B) one-stop shopping convenience

C) the consumer wanting more than one product

D) the consumer only wanting one product

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

A) service marketing

B) relationship marketing

C) loyalty marketing

D) quality marketing

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

A) percentages

B) diamonds

C) dollar icons

D) stars

40)  Hotels who earn high rankings

A) establish and train consistent policies of customer service

B) depend upon guest satisfaction primarily from the physical facility

C) recruit experienced employees who need little training

D) have employees who focus solely on their tasks

41)  The housekeeping department

A) plays a crucial role in customer satisfaction

B) has an indirect impact on customer satisfaction

C) plays a behind-the-scenes 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 loyalty program

B) a rapid rewards program

C) a frequency program

D) a customer program

43)  All of the following are examples of hotel amenities **except**

A) laundry service

B) ice buckets

C) refrigerators

D) bed roll down and a home-made cookie

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) check-cashing services

B) ATM machines

C) money orders

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) social awareness

B) high occupancy rate

C) high REVPAR

D) repeat business

48)  A customer with a guaranteed reservation:

A) can usually negotiate their hotel room rate

B) is not required to pay until they check out of the room

C) receives priority over walk-in customers

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) social needs

B) self-actualization needs

C) self-esteem needs

D) safety needs

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

A) completed duties

B) outsourced duties

C) delegated duties

D) discharged duties

51)  Hospitality employees can be terminated

A) at the discretion of the supervisor

B) any time for any reason

C) with appropriate documentation about their performance

D) for being overqualified for their position

52)  Effective guest service

A) is the sole responsibility of the general manager

B) requires employee training

C) requires good fortune in employee selection

D) is solely the responsibility of the front-of-the-house operations

53)  The hotel job specification

A) ranks jobs according to level of pay

B) includes expectations of the prospective employee

C) lists all qualifications a worker needs to complete the job

D) can usually be found in newspaper want ads

54)  Performance problems may indicate a need for

A) dismissal

B) a demotion

C) training

D) a promotion

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

A) control employee behavior

B) security purposes

C) recognizable by customers

D) create a sense of order and attentiveness

56)  Employee recognition programs should **not**

A) consist of intangible rewards

B) consist of tangible rewards

C) create employee discord and jealousy

D) occur more than once every two years

57)  Successful hospitality employees

A) have introverted personalities

B) create and maintain marketing relationships

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) customer-centric

C) profit oriented

D) laissez faire

59)  The hospitality industry

A) has high starting salaries

B) does not require geographic mobility for promotion

C) regularly promotes up and coming employees

D) has stagnant job opportunities

60)  Who is responsible for ordering, receiving, and storing hotel supplies?

A) IT specialist

B) general manager

C) executive housekeeper

D) front desk supervisor

61)  Job shadowing is:

A) not available for high school students

B) following a worker to learn about his or her job

C) an Internet privacy issue

D) usually a paid internship

62)  Most front-desk agents at a hotel are paid:

A) a salary

B) hourly wages

C) commission

D) incentive pay

63)  To make sure that the properly qualified people apply for a job is dependent upon:

A) the job description

B) advertising only within the company

C) job structure

D) strict deadlines for application

64)  Performance problems may indicate a need for:

A) training

B) a demotion

C) a promotion

D) dismissal

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

A) delegation

B) job enrichment

C) job enlargement

D) specialization

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

A) deductible

B) liability transfer

C) security program

D) insurance policy

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

A) width of the door

B) accessible shower

C) thread-count of bedding

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) incentive rates for the event

C) should lower 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) employees

B) competitors

C) society

D) customers

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

A) revenue or yield management

B) room pricing or rack rate management

C) consumer or distribution management

D) price or planning management

72)  Most hotels now offer guests:

A) free telephone service

B) free Internet service

C) Internet service for a fee

D) free room service

73)  Teleconferencing

A) has proved to be more effective than face-to-face meetings

B) has impacted business travel

C) has replaced almost all international travel

D) has had no effect on business 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) relationship marketing

B) developing partnerships

C) product planning

D) mentoring

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

A) Price Line

B) com

C) Expedia

D) Marriott central reservations

76)  Dramatically upgraded services and amenities

A) are available only in full-service hotels

B) rarely return the investment made on them

C) usually indicate an older lodging facility

D) are a growing trend in all forms of the hospitality industry

77)  Seniors like limited service hotels for all of the following reasons except

A) refrigerators in the rooms

B) reasonable prices

C) luxury services

D) free hot breakfast

78)  A group of people who are closely knit by reason of one or more relationships is called a:

A) network

B) nest

C) center of influence

D) organization

79)  Staycations have become increasingly popular due

A) to a weak economy

B) to low gas prices

C) to terrorism threats

D) to a strong economy

80)  Pet-friendly hotels

A) are becoming increasingly popular

B) have large liability issues

C) are only offered at discount properties

D) are very rare

81)  A customer with a guaranteed reservation

A) is not required to pay until they check out of the room

B) can be accommodated easily with a large number of stayovers

C) can usually negotiate their hotel room rate

D) receives priority over walk-in customers

82)  Which of the following demonstrates social responsibility by a hotel?

A) recycling cans and paper goods

B) complimentary cookies in the rooms

C) free parking for guests

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) domino effect of tourism

B) shoulder effect of tourism

C) diminishing return of tourism

D) ripple effect of tourism

84)  \_\_\_\_\_ hotels practice environmental conservation

A) Red

B) Green

C) White

D) Blue

85)  Tourism

A) Involves traveling from one state to another state

B) Is ranked as the number 1 or 2 industry for most states

C) Is not impacted by the recession

D) Has a small impact on most state economies

86)  \_\_\_\_\_ is a combination of related services in a single-priced product.

A) Alliance

B) Package

C) Joint venture

D) Partnership

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

A) Maintain prices at a competitive level

B) Achieve $10 million in sales next year

C) Hire five new sales associates next month

D) Increase advertising by 10 percent

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) impersonal reference

C) recognition

D) ownership

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

A) type of research

B) compilation of data

C) standard of measurement

D) financial goal

90)  \_\_\_\_\_ supervises the reservationists and is accountable for meeting revenue management goals.

A) The director of transient sales

B) The director of marketing

C) The director of catering

D) The director of group sales

91)  \_\_\_\_ is the first step of the sales process.

A) Prospecting

B) Approach

C) Presentation

D) Preapproach

92)  What is personal selling?

A) is one-size-fits-all approach

B) allows salespersons to adapt their presentations to the needs of individuals

C) is one standardized approach to selling to a wide range of customers

D) involves indirect communication with the customer

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) chains

C) referrals

D) prospects

94)  The final step of the hospitality sales process is the:

A) post-sale follow up

B) closing stage

C) overcoming objection stage

D) prospecting stage

95)  Perishable inventory, fluctuating demand, and low variable costs are reasons for the hotel industry to:

A) skimming price strategy

B) firm price strategy

C) use a selective discounting price strategy

D) penetration 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) opportunity

B) desire

C) want

D) need

97)  The first step in the sales process is the

A) prospecting

B) preapproach

C) presentation

D) approach

98)  Good salespeople are **not**

A) customer oriented

B) adaptive

C) autocratic

D) learning oriented

99)  Extended weekend package is an example of a

A) rack rate

B) special promotion

C) conference perk

D) loyalty reward

100)  Developing hotel promotions for seniors is based upon

A) demographics

B) geographics

C) psychographics

D) product usage

2016 SLC Hospitality Management Key

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