



Assessment Statistics: HM Assessment

The statistics are calculated based only on the attempts being used in the grading option (Last attempt, First attempt, Lowest Score, Highest Score, or Average of Scores). If Average of Scores is the grading option, then all attempts are included in the statistics.

Name	HM Assessment
Average Score	33.87
Attempts	23 (Total of 25 attempts for this assessment)
Graded Attempts	23
Attempts Needing Grading	0

Instructions

Question 1 True/False Average Score 0.91 points

An injunction is a court order forbidding a party to a lawsuit from engaging in specified acts.

Correct	Answers	Percent Answered
✓	True	91.304%
	False	8.696%
	Unanswered	0%

Question 2 True/False Average Score 0.91 points

The Supreme Court of Florida is the highest court in the state.

Correct	Answers	Percent Answered
✓	True	91.304%
	False	8.696%
	Unanswered	0%

Question 3 True/False Average Score 0.78 points

Most states have passed laws prohibiting certain types of discrimination not covered by the Civil Rights Act of 1964

Correct	Answers	Percent Answered
✓	True	78.261%
	False	21.739%
	Unanswered	0%

Question 4 True/False Average Score 0.57 points

A breach of contract is a crime.

Correct	Answers	Percent Answered
	True	43.478%
✓	False	56.522%
	Unanswered	0%

Question 5 True/False**Average Score 0.09 points**

At the time a visitor of a hotel guest enters the hotel until the visitor leaves, the visitor is legally considered an invitee.

Correct	Answers	Percent Answered
	True	91.304%
✓	False	8.696%
	Unanswered	0%

Question 6 True/False**Average Score 1 points**

A couch in a hotel room was quite worn and a spring from the seat was poking through. A guest sat on the couch and was injured by the spring. The hotel is generally liable for the guest's injuries.

Correct	Answers	Percent Answered
✓	True	100%
	False	0%
	Unanswered	0%

Question 7 True/False**Average Score 0.61 points**

A man has his hair cut every other week at a hotel barbershop. He generally would qualify as a guest.

Correct	Answers	Percent Answered
	True	39.13%
✓	False	60.87%
	Unanswered	0%

Question 8 True/False**Average Score 0.87 points**

A laptop computer owned by a guest is stolen from her hotel room. If the guest has insurance coverage on the computer, the hotel will not be liable.

Correct	Answers	Percent Answered
	True	13.043%
✓	False	86.957%
	Unanswered	0%

Question 9 True/False**Average Score 0.35 points**

A hotel cannot treat a holdover guest as a trespasser.

Correct	Answers	Percent Answered
	True	65.217%
✓	False	34.783%
	Unanswered	0%

Question 10 True/False**Average Score 1 points**

A person claiming to be the son of a guest requests a key to his parent's room. The clerk is legally bound to issue a key to that person.

Correct	Answers	Percent Answered
	True	0%

✓	False	100%
	Unanswered	0%

Question 11 True/False**Average Score 0.83 points**

A bar accused of providing inadequate security can avoid liability by showing that additional security measures would be costly and would create an economic burden

Correct	Answers	Percent Answered
	True	17.391%
✓	False	82.609%
	Unanswered	0%

Question 12 True/False**Average Score 0.65 points**

The type of insurance that covers a travel agent's liability to a customer is called errors and omissions insurance.

Correct	Answers	Percent Answered
✓	True	65.217%
	False	34.783%
	Unanswered	0%

Question 13 True/False**Average Score 0.78 points**

The practice of overbooking by an airline is illegal and will subject the airline to criminal prosecution.

Correct	Answers	Percent Answered
	True	21.739%
✓	False	78.261%
	Unanswered	0%

Question 14 True/False**Average Score 0.91 points**

An employer hiring a new employee can legally require a drug test prior to hiring the applicant.

Correct	Answers	Percent Answered
✓	True	91.304%
	False	8.696%
	Unanswered	0%

Question 15 True/False**Average Score 0.87 points**

A hotel charged a higher fee for a single woman registering for a room than a single man. This constitutes illegal discrimination under federal and state statutes.

Correct	Answers	Percent Answered
✓	True	86.957%
	False	13.043%
	Unanswered	0%

Question 16 Multiple Choice**Average Score 0.83 points**

Customers cannot evaluate the quality of the service in the same way as they can evaluate the quality of a computer because of which characteristic of service?

Correct	Answers	Percent Answered
	perishability	8.696%
	inseparability	8.696%
✓	intangibility	82.609%
	variability	0%
	Unanswered	0%

Question 17 Multiple Choice

Average Score 0.83 points

The fact that a traveler may have one very positive experience flying with an airline and then a very negative flying experience on a subsequent visit is the evidence of service _____.

Correct	Answers	Percent Answered
	intangibility	0%
	inseparability	13.043%
✓	variability	82.609%
	perishability	4.348%
	Unanswered	0%

Question 18 True/False

Average Score 0.91 points

A "Moment of Truth" or "Point of Encounter" is any point at which a guest forms an impression of our products or services.

Correct	Answers	Percent Answered
✓	True	91.304%
	False	8.696%
	Unanswered	0%

Question 19 Multiple Choice

Average Score 0.74 points

The point of interaction between a guest and an employee at a resort where a guest critically evaluates the services offered and makes a decision regarding the experience is known as:

Correct	Answers	Percent Answered
	a point of no return.	13.043%
	a WOW effect.	8.696%
✓	a moment of truth.	73.913%
	the customer satisfaction principle.	4.348%
	Unanswered	0%

Question 20 Multiple Choice

Average Score 1 points

When a firm _____ employees, it moves the authority and responsibility to make decisions from supervisors to employees.

Correct	Answers	Percent Answered
	trains	0%
	teaches	0%
✓	empowers	100%
	rewards	0%
	Unanswered	0%

Question 21 Multiple Choice

Average Score 0.61 points

The difference between total customer value and total customer cost of a marketing offer is referred to as:

Correct	Answers	Percent Answered
	a total customer value.	8.696%
	total customer cost.	4.348%
✓	customer-delivered value	60.87%
	total customer satisfaction	26.087%
	Unanswered	0%

Question 22 Multiple Choice

Average Score 0.35 points

Marketing PR can contribute to the following objectives, except:

Correct	Answers	Percent Answered
	building awareness	8.696%
	stimulating the sales force and channel intermediaries	30.435%
✓	increasing promotion costs	34.783%
	building credibility	26.087%
	Unanswered	0%

Question 23 Multiple Choice

Average Score 0.87 points

Capacity is defined as:

Correct	Answers	Percent Answered
	The amount of a good or service that a purchaser is willing to buy	13.043%
	An item or source of income	0%
	The amount of a good or service that a seller is willing to sell	0%
✓	The amount of space that can be filled	86.957%
	<i>Unanswered</i>	0%

Question 24 Multiple Choice**Average Score 0.83 points**

Two major factors involved in the purchase of hospitality products and services are:

Correct	Answers	Percent Answered
	date and time	4.348%
✓	price and availability	82.609%
	time and availability	13.043%
	restrictions and date	0%
	<i>Unanswered</i>	0%

Question 25 Multiple Choice**Average Score 0.78 points**

What comprises the 4 P's of marketing?

Correct	Answers	Percent Answered
	production, promotion, positioning, price	0%
	product, price, position, place	8.696%
✓	product, price, place, promotion	78.261%
	product, price, position, promotion	13.043%
	<i>Unanswered</i>	0%

Question 26 Multiple Choice**Average Score 0.87 points**

_____, the founder of Holiday Inns, developed the moderately priced hotel chain directly as a result of his difficulty in finding clean, consistent motels in which to stay with his family.

Correct	Answers	Percent Answered
	Bill Marriott	0%
✓	Kemmons Wilson	86.957%
	Joseph Holiday	13.043%
	Conrad Hilton	0%
	<i>Unanswered</i>	0%

Question 27 Multiple Choice**Average Score 0.78 points**

Customer Relationship Management (CRM)

Correct	Answers	Percent Answered
	is a strategy used to keep employees satisfied.	8.696%
✓	is a term used to describe strategies to retain customers.	78.261%
	determines the Total Customer Worth	4.348%
	is used when conducting a Displacement analysis	0%
	None of the statements correct	8.696%
	<i>Unanswered</i>	0%

Question 28 Multiple Choice**Average Score 0.96 points**

The practice of dividing a market into smaller specific segments is:

Correct	Answers	Percent Answered
	Demography	0%
	Environmental Scanning	0%
✓	Market Segmentation	95.652%
	Transient Business	0%
	SMERF	4.348%
	<i>Unanswered</i>	0%

Question 29 Multiple Choice**Average Score 0.78 points**

The philosophy of _____ is to identify market segments, select one or more, and develop products and marketing mixes tailored to each selected segment.

Correct	Answers	Percent Answered
	Mass Marketing	13.043%

	Product-Variety Marketing	4.348%
	Macro Marketing	4.348%
✓	Target Marketing	78.261%
	Potential Marketing	0%
	<i>Unanswered</i>	0%

Question 30 Multiple Choice**Average Score 0.48 points**

A competitor is defined as:

Correct	Answers	Percent Answered
	A firm who competes for a portion of a firm's business	30.435%
✓	A firm that competes directly with a firm	47.826%
	A firm that competes based on location	0%
	A firm that competes based on price	8.696%
	A firm that looks and acts as if it is a competitor	13.043%
	<i>Unanswered</i>	0%

Question 31 Multiple Choice**Average Score 0 points**

Which of the following should be used when deciding on your Competitive Set:

Correct	Answers	Percent Answered
✓	Pricing	0%
	Location	0%
	Type of Guest most Likely to Frequent the Property	0%
	Amenities offered	4.348%
	All of the above	95.652%
	<i>Unanswered</i>	0%

Question 32 Multiple Choice**Average Score 0.74 points**

The Opportunity cost

Correct	Answers	Percent Answered
	Plays an insignificant role in economics	4.348%
✓	Is in almost every decision a consumer makes	73.913%
	Always involves an action by the consumer	8.696%
	Is an understanding of supply and demand	4.348%
	None of the above	8.696%

Unanswered

0%

Question 33 Multiple Choice**Average Score 0.39 points**

The following are true about Channels of Distribution for the Hospitality Industry EXCEPT

Correct	Answers	Percent Answered
	They act as distribution outlet for products and services	13.043%
	May be electronic or non electronic	8.696%
	Facilitate the purchase of hospitality products and services.	17.391%
	Two common types are GDS and IDS systems	21.739%
✓	Are regulated by the Government	39.13%
	Unanswered	0%

Question 34 Multiple Choice**Average Score 0.61 points**

_____ management is the process of controlling the number of units and availability of products and services across various channels of distribution

Correct	Answers	Percent Answered
	Perishable	0%
✓	Inventory	60.87%
	Channel Distribution	39.13%
	Internet	0%
	Global Distribution	0%
	Unanswered	0%

Question 35 Multiple Choice**Average Score 0.17 points**

The development of a Revenue Management Strategy includes all EXCEPT

Correct	Answers	Percent Answered
	Date specific	47.826%
	Determining targeted customers	17.391%
	Determining market segments	8.696%
	Determining the organizations optimal mix of business	8.696%

✓	Determining its supply forecast for each available date	17.391%
	<i>Unanswered</i>	0%

Question 36 Multiple Choice**Average Score 0.57 points**

One of the primary reasons that codes of ethics do not ensure compliance is because adherence to them is

Correct	Answers	Percent Answered
✓	based on individual behavior.	56.522%
	often not measurable.	26.087%
	not common with upper-level management practices.	13.043%
	not supported by many organizations.	4.348%
	<i>Unanswered</i>	0%

Question 37 Multiple Choice**Average Score 0.87 points**

Strategies to consider for acquiring customers include all EXCEPT

Correct	Answers	Percent Answered
	Capitalize on brand equity	0%
	Create value added products and services	4.348%
	Develop new products and services	0%
✓	Enable consumers to try competitors products and services	86.957%
	Bundle products and services to create packages	8.696%
	<i>Unanswered</i>	0%

Question 38 Multiple Choice**Average Score 0.57 points**

Strategies to consider regarding the organizations Internal Assessment include all EXCEPT

Correct	Answers	Percent Answered
	Capitalize on opportunities by utilizing our available resources	8.696%
	Use your competitive advantage in establishing higher prices	26.087%
	Use your strengths to acquire customers	4.348%
✓	Develop a Culture of making money	56.522%

Reallocate resources to reduce organizational weaknesses	4.348%
<i>Unanswered</i>	0%

Question 39 True/False**Average Score 0.96 points**

We compare numbers to a budget or a goal to give them a meaning.

Correct	Answers	Percent Answered
✓ True		95.652%
	False	4.348%
	<i>Unanswered</i>	0%

Question 40 True/False**Average Score 0.04 points**

Percentages help managers assess static performance from one period to another.

Correct	Answers	Percent Answered
	True	95.652%
✓	False	4.348%
	<i>Unanswered</i>	0%

Question 41 True/False**Average Score 1 points**

The three measures of success (performance measures) are interrelated (i.e., they can influence each other).

Correct	Answers	Percent Answered
✓	True	100%
	False	0%
	<i>Unanswered</i>	0%

Question 42 Multiple Choice**Average Score 0.3 points**

In hotels, gross operating profit:

Correct	Answers	Percent Answered
	is the same thing as earnings before taxes (EBT).	43.478%
	measures house profit less taxes and interest.	21.739%
	is higher than house profit	4.348%
✓	equals total departmental profit less total expense (support) center costs.	30.435%
	<i>Unanswered</i>	0%

Question 43 Multiple Choice**Average Score 0.13 points**

_____ is used to describe the results in revenue, expense and profit accounts and to examine the causes of changes in operations.

Correct	Answers	Percent Answered
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	Revenue management	73.913%
✓	Variation analysis	13.043%
	Break-even analysis	4.348%
	Flow through analysis	8.696%
	<i>Unanswered</i>	0%

Question 44 Multiple Choice**Average Score 0.7 points**

Which of the following statements about operating ratios is correct?

Correct	Answers	Percent Answered
✓	They enable managers to evaluate their operations.	69.565%
	They show how operations reduce total debt.	8.696%
	These ratios show how cash and other resources are used.	17.391%
	They are very easy to calculate and easy to manage.	4.348%
	<i>Unanswered</i>	0%

Question 45 Multiple Choice**Average Score 0.57 points**

All of the following are related to analyzing revenues except:

Correct	Answers	Percent Answered
	Establishing room rates and menu prices	13.043%
	Analyzing the relationship between rate and volume	21.739%
✓	Setting the level of fixed and variable expenses.	56.522%
	Comparing room rate and occupancy results.	8.696%
	<i>Unanswered</i>	0%

Question 46 Multiple Choice**Average Score 0.83 points**

Historical averages are used to provide a starting point for _____.

Correct	Answers	Percent Answered
✓	forecasting	82.609%
	P&L statement	8.696%
	capital budgeting	8.696%
	fixed cost analysis	0%

Unanswered

0%

Question 47 Multiple Choice**Average Score 0.74 points**

External users of financial statements include all of the following EXCEPT:

Correct	Answers	Percent Answered
	potential stockholders	4.348%
✓	former hotel owners	73.913%
	bankers	4.348%
	suppliers	17.391%
	<i>Unanswered</i>	0%

Question 48 True/False**Average Score 0.43 points**

The Statement of Cash Flows (SCF) is prepared on an accrual basis in order to reflect income flows.

Correct	Answers	Percent Answered
	True	56.522%
✓	False	43.478%
	<i>Unanswered</i>	0%

Question 49 True/False**Average Score 0.96 points**

An easy way to calculate RevPar is Occupancy X ADR?

Correct	Answers	Percent Answered
✓	True	95.652%
	False	4.348%
	<i>Unanswered</i>	0%

Question 50 True/False**Average Score 0.57 points**

RevPar Index is best when over 115.25.

Correct	Answers	Percent Answered
	True	43.478%
✓	False	56.522%
	<i>Unanswered</i>	0%

OK