|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Name** | HM Assessment –SPRING 2012 | | **Score** | 35.31818 | | **Attempts** | 22 (Total of 22 attempts for this assessment) | | **Graded Attempts** | 22 | | **Attempts that Need Grading** | 0 | | **Instructions** |  | | **Alignments** |  | |

* **Question 1:   True/False**

Average Score 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | An injunction is a court order forbidding a party to a lawsuit from engaging in specified acts. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 100% | | https://bb.fau.edu/images/spacer.gif | False | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 2:   True/False**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The Supreme Court of Florida is the highest court in the state. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 90.909% | | https://bb.fau.edu/images/spacer.gif | False | 9.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 3:   True/False**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Most states have passed laws prohibiting certain types of discrimination not covered by the Civil Rights Act of 1964 |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 90.909% | | https://bb.fau.edu/images/spacer.gif | False | 9.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 4:   True/False**

Average Score 0.68182 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | A breach of contract is a crime. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 31.818% | | Correct | False | 68.182% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 5:   True/False**

Average Score 0.18182 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** | | https://bb.fau.edu/images/spacer.gif | True | 81.818% | | Correct | False | 18.182% | | https://bb.fau.edu/images/spacer.gif | *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** | | Correct | True | 100% | | https://bb.fau.edu/images/spacer.gif | False | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 7:   True/False**

Average Score 0.40909 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** | | https://bb.fau.edu/images/spacer.gif | True | 59.091% | | Correct | False | 40.909% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 8:   True/False**

Average Score 0.72727 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** | | https://bb.fau.edu/images/spacer.gif | True | 27.273% | | Correct | False | 72.727% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 9:   True/False**

Average Score 0.40909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | A hotel cannot treat a holdover guest as a trespasser. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 59.091% | | Correct | False | 40.909% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 10:   True/False**

Average Score 0.95455 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** | | https://bb.fau.edu/images/spacer.gif | True | 4.545% | | Correct | False | 95.455% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 11:   True/False**

Average Score 0.81818 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** | | https://bb.fau.edu/images/spacer.gif | True | 18.182% | | Correct | False | 81.818% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 12:   True/False**

Average Score 0.63636 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** | | Correct | True | 63.636% | | https://bb.fau.edu/images/spacer.gif | False | 36.364% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 13:   True/False**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The practice of overbooking by an airline is illegal and will subject the airline to criminal prosecution. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 9.091% | | Correct | False | 90.909% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 14:   True/False**

Average Score 0.77273 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | An employer hiring a new employee can legally require a drug test prior to hiring the applicant. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 77.273% | | https://bb.fau.edu/images/spacer.gif | False | 22.727% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 15:   True/False**

Average Score 0.86364 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** | | Correct | True | 86.364% | | https://bb.fau.edu/images/spacer.gif | False | 13.636% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 16:   Multiple Choice**

Average Score 0.72727 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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | perishability | 4.545% | | https://bb.fau.edu/images/spacer.gif | inseparability | 18.182% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | intangibility | 72.727% | | https://bb.fau.edu/images/spacer.gif | variability | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 17:   Multiple Choice**

Average Score 0.72727 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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | intangibility | 13.636% | | https://bb.fau.edu/images/spacer.gif | inseparability | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | variability | 72.727% | | https://bb.fau.edu/images/spacer.gif | perishability | 9.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 18:   True/False**

Average Score 0.77273 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** | | Correct | True | 77.273% | | https://bb.fau.edu/images/spacer.gif | False | 22.727% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 19:   Multiple Choice**

Average Score 0.86364 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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | a point of no return. | 9.091% | | https://bb.fau.edu/images/spacer.gif | a WOW effect. | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | a moment of truth. | 86.364% | | https://bb.fau.edu/images/spacer.gif | the customer satisfaction principle. | 4.545% | | https://bb.fau.edu/images/spacer.gif | *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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | trains | 0% | | https://bb.fau.edu/images/spacer.gif | teaches | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | empowers | 100% | | https://bb.fau.edu/images/spacer.gif | rewards | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 21:   Multiple Choice**

Average Score 0.5 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The difference between total customer value and total customer cost of a marketing offer is referred to as: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | a  total customer value. | 9.091% | | https://bb.fau.edu/images/spacer.gif | total customer cost. | 18.182% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | customer-delivered value | 50% | | https://bb.fau.edu/images/spacer.gif | total customer satisfaction | 22.727% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 22:   Multiple Choice**

Average Score 0.63636 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Marketing PR can contribute to the following objectives, except: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | building awareness | 0% | | https://bb.fau.edu/images/spacer.gif | stimulating the sales force and channel intermediaries | 27.273% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | increasing promotion costs | 63.636% | | https://bb.fau.edu/images/spacer.gif | building credibility | 9.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 23:   Multiple Choice**

Average Score 0.86364 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Capacity is defined as: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | The amount of a good or service that a purchaser is willing to buy | 0% | | https://bb.fau.edu/images/spacer.gif | An item or source of income | 0% | | https://bb.fau.edu/images/spacer.gif | The amount of a good or service that a seller is willing to sell | 13.636% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | The amount of space that can be filled | 86.364% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 24:   Multiple Choice**

Average Score 0.86364 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Two major factors involved in the purchase of hospitality products and services  are: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | date and time | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | price and availability | 86.364% | | https://bb.fau.edu/images/spacer.gif | time and availability | 13.636% | | https://bb.fau.edu/images/spacer.gif | restrictions and date | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 25:   Multiple Choice**

Average Score 0.95455 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | What comprises the 4 P’s of marketing? |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | production, promotion, positioning, price | 0% | | https://bb.fau.edu/images/spacer.gif | product, price, position, place | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | product, price, place, promotion | 95.455% | | https://bb.fau.edu/images/spacer.gif | product, price, position, promotion | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 26:   Multiple Choice**

Average Score 0.95455 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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Bill Marriott | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Kemmons Wilson | 95.455% | | https://bb.fau.edu/images/spacer.gif | Joseph Holiday | 4.545% | | https://bb.fau.edu/images/spacer.gif | Conrad Hilton | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 27:   Multiple Choice**

Average Score 0.81818 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Customer Relationship Management (CRM) |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | is a strategy used to keep employees satisfied. | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | is a term used to describe strategies to retain customers. | 81.818% | | https://bb.fau.edu/images/spacer.gif | determines the Total Customer Worth | 0% | | https://bb.fau.edu/images/spacer.gif | is used when conducting a Displacement analysis | 0% | | https://bb.fau.edu/images/spacer.gif | None of the statements correct | 18.182% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 28:   Multiple Choice**

Average Score 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The practice of dividing a market into smaller specific segments is: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Demography | 0% | | https://bb.fau.edu/images/spacer.gif | Environmental Scanning | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Market Segmentation | 100% | | https://bb.fau.edu/images/spacer.gif | Transient Business | 0% | | https://bb.fau.edu/images/spacer.gif | SMERF | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 29:   Multiple Choice**

Average Score 0.86364 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** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Mass Marketing | 9.091% | | https://bb.fau.edu/images/spacer.gif | Product-Variety Marketing | 4.545% | | https://bb.fau.edu/images/spacer.gif | Macro Marketing | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Target Marketing | 86.364% | | https://bb.fau.edu/images/spacer.gif | Potential Marketing | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 30:   Multiple Choice**

Average Score 0.36364 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | A competitor is defined as: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | A firm who competes for a portion of a firm’s business | 45.455% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | A firm that competes directly with a firm | 36.364% | | https://bb.fau.edu/images/spacer.gif | A firm that competes based on location | 0% | | https://bb.fau.edu/images/spacer.gif | A firm that competes based on price | 0% | | https://bb.fau.edu/images/spacer.gif | A firm that looks and acts as if it is a competitor | 18.182% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 31:   Multiple Choice**

Average Score 0.04545 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Which of the following should be used when deciding on your Competitive Set: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Pricing | 4.545% | | https://bb.fau.edu/images/spacer.gif | Location | 0% | | https://bb.fau.edu/images/spacer.gif | Type of Guest most Likely to Frequent the Property | 0% | | https://bb.fau.edu/images/spacer.gif | Amenities offered | 0% | | https://bb.fau.edu/images/spacer.gif | All of the above | 95.455% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 32:   Multiple Choice**

Average Score 0.86364 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The Opportunity cost |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Plays an insignificant role in economics | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Is in almost every decision a consumer makes | 86.364% | | https://bb.fau.edu/images/spacer.gif | Always involves an action by the consumer | 4.545% | | https://bb.fau.edu/images/spacer.gif | Is an understanding of supply and demand | 4.545% | | https://bb.fau.edu/images/spacer.gif | None of the above | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 33:   Multiple Choice**

Average Score 0.95455 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The following are true about Channels of Distribution for the Hospitality Industry  EXCEPT |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | They act as distribution outlet for products and services | 0% | | https://bb.fau.edu/images/spacer.gif | May be electronic or non electronic | 0% | | https://bb.fau.edu/images/spacer.gif | Facilitate the purchase of hospitality products and services. | 0% | | https://bb.fau.edu/images/spacer.gif | Two common types are GDS and IDS systems | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Are regulated by the Government | 95.455% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 34:   Multiple Choice**

Average Score 0.45455 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | \_\_\_\_\_\_\_\_\_    management is the process of controlling the number of units and availability of products and services across various channels of distribution |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Perishable | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Inventory | 45.455% | | https://bb.fau.edu/images/spacer.gif | Channel Distribution | 50% | | https://bb.fau.edu/images/spacer.gif | Internet | 0% | | https://bb.fau.edu/images/spacer.gif | Global Distribution | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 35:   Multiple Choice**

Average Score 0.09091 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The development of a Revenue Management Strategy includes all EXCEPT |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Date specific | 77.273% | | https://bb.fau.edu/images/spacer.gif | Determining targeted customers | 0% | | https://bb.fau.edu/images/spacer.gif | Determining market segments | 4.545% | | https://bb.fau.edu/images/spacer.gif | Determining the organizations optimal mix of business | 9.091% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Determining its supply forecast for each available date | 9.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 36:   Multiple Choice**

Average Score 0.45455 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | One of the primary reasons that codes of ethics do not ensure compliance is because adherence to them is |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | based on individual behavior. | 45.455% | | https://bb.fau.edu/images/spacer.gif | often not measurable. | 54.545% | | https://bb.fau.edu/images/spacer.gif | not common with upper-level management practices. | 0% | | https://bb.fau.edu/images/spacer.gif | not supported by many organizations. | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 37:   Multiple Choice**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Strategies to consider for acquiring customers include all EXCEPT |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Capitalize on brand equity | 0% | | https://bb.fau.edu/images/spacer.gif | Create value added products and services | 4.545% | | https://bb.fau.edu/images/spacer.gif | Develop new products and services | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Enable consumers to try competitors products and services | 90.909% | | https://bb.fau.edu/images/spacer.gif | Bundle products and services to create packages | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 38:   Multiple Choice**

Average Score 0.54545 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Strategies to consider regarding the organizations Internal Assessment include all EXCEPT |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Capitalize on opportunities by utilizing our available resources | 31.818% | | https://bb.fau.edu/images/spacer.gif | Use your competitive advantage in establishing higher prices | 9.091% | | https://bb.fau.edu/images/spacer.gif | Use your strengths to acquire customers | 0% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Develop a Culture of making money | 54.545% | | https://bb.fau.edu/images/spacer.gif | Reallocate resources to reduce organizational weaknesses | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 39:   True/False**

Average Score 0.95455 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | We compare numbers to a budget or a goal to give them a meaning. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 95.455% | | https://bb.fau.edu/images/spacer.gif | False | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 40:   True/False**

Average Score 0 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Percentages help managers assess static performance from one period to another. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 100% | | Correct | False | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 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** | | Correct | True | 100% | | https://bb.fau.edu/images/spacer.gif | False | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 42:   Multiple Choice**

Average Score 0.59091 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | In hotels, gross operating profit: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | is the same thing as earnings before taxes (EBT). | 27.273% | | https://bb.fau.edu/images/spacer.gif | measures house profit less taxes and interest. | 9.091% | | https://bb.fau.edu/images/spacer.gif | is always higher than house profit | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | equals total departmental profit less total expense for support departments (marketing, human resources etc). | 59.091% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 43:   Multiple Choice**

Average Score 0.04545 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | \_\_\_\_\_\_ is used to describe the results in revenue, expense and profit accounts and to examine the causes of changes in operations. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Revenue management | 68.182% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Variation analysis | 4.545% | | https://bb.fau.edu/images/spacer.gif | Break-even analysis | 9.091% | | https://bb.fau.edu/images/spacer.gif | Flow through analysis | 18.182% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 44:   Multiple Choice**

Average Score 0.59091 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Which of the following statements about operating ratios is correct? |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | They enable managers to evaluate their operations. | 59.091% | | https://bb.fau.edu/images/spacer.gif | They show how operations reduce total debt. | 0% | | https://bb.fau.edu/images/spacer.gif | These ratios show how cash and other resources are used. | 40.909% | | https://bb.fau.edu/images/spacer.gif | They are very easy to calculate and easy to manage. | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 45:   Multiple Choice**

Average Score 0.72727 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | All of the following are related to analyzing revenues except: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | Establishing room rates and menu prices | 22.727% | | https://bb.fau.edu/images/spacer.gif | Analyzing the relationship between rate and volume | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | Setting the level of fixed and variable expenses. | 72.727% | | https://bb.fau.edu/images/spacer.gif | Comparing room rate and occupancy results. | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 46:   Multiple Choice**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | Historical averages are used to provide a starting point for \_\_\_\_\_\_\_. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | forecasting | 90.909% | | https://bb.fau.edu/images/spacer.gif | P&L statement | 0% | | https://bb.fau.edu/images/spacer.gif | capital budgeting | 4.545% | | https://bb.fau.edu/images/spacer.gif | fixed cost analysis | 4.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 47:   Multiple Choice**

Average Score 0.90909 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | External users of financial statements include all of the following EXCEPT: |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** |  | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | potential stockholders | 4.545% | | https://bb.fau.edu/images/ci/icons/checkmark_li.gif | former hotel owners | 90.909% | | https://bb.fau.edu/images/spacer.gif | bankers | 4.545% | | https://bb.fau.edu/images/spacer.gif | suppliers | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 48:   True/False**

Average Score 0.54545 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | The Statement of Cash Flows (SCF) is prepared on an accrual basis in order to reflect income flaws. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 45.455% | | Correct | False | 54.545% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 49:   True/False**

Average Score 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | An easy way to calculate RevPar is Occupancy X ADR? |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | Correct | True | 100% | | https://bb.fau.edu/images/spacer.gif | False | 0% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |

* **Question 50:   True/False**

Average Score 0.63636 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
|  | RevPar Index is best when over 115.25. |  |  |  |
| |  |  |  | | --- | --- | --- | | **Correct** | **Answers** | **Percent Answered** | | https://bb.fau.edu/images/spacer.gif | True | 36.364% | | Correct | False | 63.636% | | https://bb.fau.edu/images/spacer.gif | *Unanswered* | 0% | |  |  |  |