

# Quick Serve Restaurant Management

**INSTRUCTIONS:** This is a timed, comprehensive exam for the occupational area identified above. Do not open this booklet until instructed to do so by the testing monitor. You will have \_\_\_\_\_ minutes to complete all questions.

This comprehensive exam was developed by the MarkED Resource Center. Items have been randomly selected from the MarkED Resource Center's Test-Item Bank and represent a variety of instructional areas. Competencies for this exam are at the prerequisite, career-sustaining, marketing specialist, marketing supervisor, and manager levels. A descriptive test key, including question sources and answer rationale, has been provided the state DECA advisor.

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1. What types of businesses can be owned by thousands of stockholders?
  - A. Close corporations
  - B. General partnerships
  - C. Open corporations
  - D. Sole proprietorships
2. Which of the following is an example of a business making changes to comply with the Americans with Disabilities Act:
  - A. Building parking lots
  - B. Installing elevators
  - C. Expanding cafeterias
  - D. Carpeting all floors
3. The main form of written communication within a business is
  - A. staff meetings.
  - B. business letters.
  - C. memorandums.
  - D. telephone calls.
4. When giving directions for completing specific job tasks, quick-serve restaurant supervisors should try to communicate with
  - A. conciseness.
  - B. enthusiasm.
  - C. clarity.
  - D. body language.
5. Which of the following is a reason why it is important for quick-serve employees to give clear and precise directions to customers:
  - A. To demonstrate competence
  - B. To practice communication
  - C. To eliminate confidence
  - D. To ensure understanding
6. The fastest, most expensive form of transportation for products is provided by
  - A. rail carriers.
  - B. air carriers.
  - C. pipelines.
  - D. motor carriers.
7. J&T's Restaurant Supplies buys large quantities of goods from producers, sorts and resells them to several local quick-serve restaurants. J&T's Restaurant Supply is a(n)
  - A. manufacturer.
  - B. intermediary.
  - C. consumer.
  - D. retailer.
8. Quick-serve restaurants should check the temperature of refrigerated items when
  - A. verifying expiration dates.
  - B. preparing requisition forms.
  - C. arranging storage space.
  - D. inspecting food deliveries.
9. When a carton of eggs is damaged during shipping, and the receiving clerk for a quick-serve restaurant does not note the damage when it arrives, who is responsible for paying for the items?
  - A. Quick-serve restaurant
  - B. Shipping company
  - C. Carrier
  - D. Customer
10. Quick-serve restaurants often establish schedules to receive deliveries of food items to have an adequate amount of time to
  - A. sample the items.
  - B. pay handling costs.
  - C. thaw frozen food.
  - D. verify the order.
11. How do most quick-serve restaurants make fair assignments for sidework?
  - A. By allowing employees to choose sidework assignments
  - B. By requiring fry cooks to stock all stations
  - C. By assigning all sidework to the maintenance staff
  - D. By assigning one side station to one employee
12. One of the disadvantages of a perpetual control inventory system is that the figures
  - A. can't be used to prepare financial statements.
  - B. are not as accurate as those from an actual stock count.
  - C. do not provide a continuous flow of information.
  - D. do not indicate the current value of stock.

13. Which of the following is a marketing activity that quick-serve restaurant chains should coordinate with distribution:
- A. Organizing
  - B. Purchasing
  - C. Management
  - D. Promotion
14. Which of the following is a factor that a business should consider when selecting a channel of distribution:
- A. Credit policy
  - B. Return process
  - C. Type of product
  - D. Size of sales force
15. One reason why businesses regularly evaluate the performance of channel members is to
- A. make frequent changes.
  - B. revise operating procedure.
  - C. attract new sources.
  - D. provide needed assistance.
16. Time utility makes products available to the consumer
- A. on credit.
  - B. for a low price.
  - C. when they are needed.
  - D. in different locations.
17. How do producers answer the economic question of what to produce in a market economy?
- A. They produce products that are the most profitable.
  - B. They produce products that provide the least incentives.
  - C. They produce products that cost them the most to produce.
  - D. They produce products for which they have the most information.
18. In the quick-serve restaurant industry, an example of an uninsurable business risk is losses caused by
- A. employee theft.
  - B. damage to shipments.
  - C. personal injury.
  - D. drops in sales volume.
19. The lowest level of union organization is the
- A. local union.
  - B. national union.
  - C. federation.
  - D. independent union.
20. According to the law of diminishing returns, what usually decreases at some point with the addition of more employees if all other factors stay the same in a quick-serve restaurant?
- A. Consumption
  - B. Depreciation
  - C. Inequality
  - D. Productivity
21. Which of the following is a barrier that affects economies of scale:
- A. Input price increases
  - B. Fewer competitors
  - C. Accounting practices
  - D. Output pricing strategies
22. Countries help to protect their domestic industries from foreign competitors by establishing
- A. permits.
  - B. surpluses.
  - C. quotas.
  - D. sanctions.
23. Why should quick-serve restaurant employees act as if customers are their employers?
- A. The employees would not have jobs if there were no customers.
  - B. Customers pay the employees' bonuses.
  - C. The employees might work for the customers in the future.
  - D. Customers own the business.
24. Which of the following is a benefit of effective human relations to a quick-serve restaurant:
- A. Decreased employee morale
  - B. Decreased customer loyalty
  - C. Increased productivity
  - D. Increased absenteeism

25. A quick-serve restaurant employee is having to take a very active role in order to complete a sales transaction in a reasonable length of time. With what type of difficult customer is the employee working?
- A. Suspicious
  - B. Slow/Methodical
  - C. Disagreeable
  - D. Dishonest
26. The first step in handling customer complaints is to
- A. call the manager for assistance.
  - B. let the customer explain the problem.
  - C. ask the customer to be brief.
  - D. make a record of all the facts.
27. Customers that use revolving credit accounts are required to pay an additional cost on any balance unpaid at the end of each payment period. Which of the following terms refers to this added cost:
- A. Finance charge
  - B. Annual fee
  - C. Interest rate
  - D. Installment payment
28. Which of the following categories of information are found on a quick-serve restaurant's balance sheet:
- A. Assets, liabilities, net worth
  - B. Income, expenditures, profit
  - C. Assets, liabilities, margin
  - D. Revenues, expenses, profit
29. Calculate a quick serve restaurant's monthly cash payments if it has rent of \$600, utility costs of \$150, salaries of \$2,400, cost of goods sold of \$4,750, miscellaneous expenses of \$550, and inventory worth \$1,200.
- A. \$9,650
  - B. \$8,150
  - C. \$9,250
  - D. \$8,450
30. The Hamburger Palace's operating budget plans for \$142,500 in sales next month. If the quick-serve restaurant budgets 75% of that amount for expenses, what will the gross profit be?
- A. \$32,775
  - B. \$35,625
  - C. \$36,500
  - D. \$39,900
31. On which of the following would you expect to find a quick-serve restaurant's actual expenses listed by category:
- A. Profit-and-loss statement
  - B. Balance sheet
  - C. Cash flow projection
  - D. Break-even analysis
32. Karen is opening a quick-serve restaurant. To decide the number and types of employees she will need to hire, Karen must determine what jobs will need to be done. She must then develop a written statement for each job, which lists the duties and responsibilities of the job and the educational and professional experience the job requires. This statement is a job
- A. enrichment.
  - B. requisition.
  - C. description.
  - D. qualification.
33. Dan is a supervisor in a quick-serve restaurant. One of his employees has not been performing her job according to performance standards. Dan discussed the situation with the employee and issued a written warning when her performance did not improve. Dan has decided to fire the employee based on
- A. performance.
  - B. misconduct.
  - C. turnover.
  - D. cause.
34. Orientation of a quick-serve restaurant's new employees usually takes place
- A. the first day on the job.
  - B. monthly during the first year.
  - C. at management's convenience.
  - D. at the employee's convenience.
35. Which of the following techniques would help a quick-serve restaurant to identify its training and development needs:
- A. Assessment
  - B. Implementation
  - C. Coaching
  - D. Simulation

36. What is one way that quick-serve restaurants use marketing information?
- A. To purchase brands
  - B. To monitor customers
  - C. To change promotions
  - D. To handle objections
37. When assessing marketing-information needs, quick-serve restaurant chains should first determine if the information is already available from
- A. secondary sources.
  - B. primary research.
  - C. local competitors.
  - D. executive opinion.
38. Which of the following is a characteristic that marketing information should have in order to be useful to a quick-serve restaurant:
- A. Primary
  - B. Expensive
  - C. Sufficient
  - D. Internal
39. Finding out why people in a community spend money on a specific quick-serve restaurant's menu item is an example of
- A. qualitative research.
  - B. quantitative research.
  - C. interviewing.
  - D. gathering demographic information.
40. The marketing mix consists of the 4 P's, which are
- A. product, place, price, and possession utility.
  - B. promotion, profit, price, and positioning.
  - C. profit, price, place, and promotion.
  - D. product, price, place, and promotion.
41. Which of the following is not a demographic characteristic:
- A. Location
  - B. Life stage
  - C. Income
  - D. Age
42. Quick-serve restaurant chains often segment their target markets into which of the following three primary areas:
- A. Psychographic, sociological, promotional
  - B. Geographic, economic, technological
  - C. Demographic, productive, rational
  - D. Demographic, psychographic, geographic
43. Identifying potential threats in the marketplace and turning them into opportunities is one reason why a quick-serve restaurant conducts a(n)
- A. training program.
  - B. organizational review.
  - C. situational analysis.
  - D. physical inventory.
44. A reason for quick-serve restaurants to use sales forecasts is that sales forecasts
- A. are quick and easy to prepare.
  - B. are 100% accurate.
  - C. are used by most businesses.
  - D. help to plan inventory levels.
45. The marketing objectives that a quick-service restaurant develops for its marketing plan should lead to a(n)
- A. increase in prices.
  - B. increase in sales.
  - C. decrease in costs.
  - D. decrease in taxes.
46. Why is it important for a quick-serve restaurant chain to have an efficient distribution system?
- A. To sell benefits
  - B. To purchase supplies
  - C. To control expenses
  - D. To regulate prices
47. Which of the following is a current trend in the quick-serve restaurant industry:
- A. Providing limited menu selections
  - B. Eliminating ethnic foods
  - C. Restricting drive-through options
  - D. Combining with other businesses

48. A quick-service restaurant refrigerator's main job is to keep foods cold and
- A. improve nutritional value.
  - B. defrost frozen items safely.
  - C. retard food spoilage.
  - D. prevent changes in texture.
49. What type of information is often contained in a quick-serve restaurant's marketing-research records?
- A. Display schedules
  - B. Customer buying habits
  - C. Operating procedures
  - D. Advertising objectives
50. Which of the following should not be used for garbage and refuse disposal in a quick-serve restaurant:
- A. Wet-strength bags
  - B. Containers with tight-fitting lids
  - C. Plastic liners
  - D. Incinerators
51. Why is it important for a quick-serve restaurant to develop plans to control food costs?
- A. To maintain profitability
  - B. To provide adequate storage
  - C. To streamline purchasing
  - D. To eliminate depreciation
52. Why do some quick-service restaurants install electronic video monitor systems for surveillance of the premises?
- A. For management
  - B. For communication
  - C. For security
  - D. For maintenance
53. In the quick-serve restaurant industry, the process that turns inputs, such as food ingredients and labor, into outputs, such as menu items and services, is known as
- A. marketing.
  - B. manufacturing.
  - C. production.
  - D. automation.
54. Quick-service restaurant chains control expenses so they can carry out research and development activities because they have more
- A. subsidies.
  - B. profits.
  - C. quotas.
  - D. employees.
55. One tool that a quick-serve restaurant can use to control expenses is a(n)
- A. balance sheet.
  - B. budget.
  - C. ratio.
  - D. income statement.
56. Which of the following is an example of an internal source that Eli can use to develop a project that he needs to complete for his supervisor:
- A. Sales reports
  - B. Public library
  - C. Competitors' advertisements
  - D. Trade associations
57. Creative problem solving requires the ability to think
- A. illogically.
  - B. systematically.
  - C. methodically.
  - D. nontraditionally.
58. Under which of the following circumstances is it appropriate for applicants to prepare interview follow-up letters:
- A. Before they agree to pre-employment testing
  - B. When they are no longer interested in the job
  - C. After they have submitted application forms
  - D. In order to send information with resumes
59. A person working in a highly specialized profession needs to update his/her \_\_\_\_\_ skills on a frequent basis.
- A. technical
  - B. intelligence
  - C. interpersonal
  - D. management

60. Which of the following often is directly affected by the price that a quick-serve restaurant charges for its products:
- A. Publicity goals
  - B. Balance sheet
  - C. Fiscal policy
  - D. Selling place
61. What is one reason why quick-serve restaurants often use spreadsheet software programs when they are deciding prices to charge for certain products?
- A. To print price tickets
  - B. To analyze various possibilities
  - C. To prepare financial reports
  - D. To organize customer lists
62. Quick-serve restaurant chains that come under government control often set a target return of profit because they
- A. may be investigated if they earn high profits.
  - B. must abide by unfair trade practices.
  - C. are not allowed to earn a reasonable profit.
  - D. need to earn very high profits.
63. Quick-serve restaurants that spend money to change or alter food items before selling them to their customers should include those expenses in which of the following:
- A. Final cost of product
  - B. Value of net sales
  - C. Report of gross profit
  - D. Cost of daily overhead
64. The point at which a firm's sales are equal to the firm's total costs is referred to as the \_\_\_\_\_ point.
- A. cost analysis
  - B. equilibrium
  - C. average
  - D. break-even
65. Why are many businesses looking for ways to reuse products by turning them into new products?
- A. To encourage customers to buy reconditioned products
  - B. To save money on the process of product development
  - C. To solve the ethical problem of planned obsolescence
  - D. To position products as being technologically advanced
66. Any business that transports goods across state lines must comply with standards set by
- A. professional organizations.
  - B. individual businesses.
  - C. trade associations.
  - D. government agencies.
67. To accommodate customers who have low-sodium dietary needs, quick-serve restaurants often reduce the amount of \_\_\_\_\_ they use when preparing some menu items.
- A. oil
  - B. fiber
  - C. salt
  - D. sugar
68. A health-warning message must appear on product packages when the product contains additives. This is the result of a consumer-protection regulation that applies to
- A. foods and drugs.
  - B. consumer credit.
  - C. raw materials.
  - D. intangible products.
69. A quick-serve restaurant adds a new type of salad to its product line each spring. This is an example of the product-mix strategy called
- A. trading-up.
  - B. expansion.
  - C. animation.
  - D. contraction.
70. Which of the following minimizes the costs associated with maintaining a quick-serve restaurant's product mix:
- A. Economy image
  - B. Deep width
  - C. Shallow depth
  - D. Premium value

71. Ways that a quick-serve restaurant chain's web site can provide customer-service support to its brick-and-mortar operation are by offering
- A. chat rooms, account numbers, and financial information.
  - B. free delivery, e-mail options, and credit authorizations.
  - C. product/service updates, FAQs page, and an online help desk.
  - D. online billing, sales reports, and toll-free telephone number.
72. The way that a quick-serve restaurant positions its goods and services affects how its customers \_\_\_\_\_ the products.
- A. perceive
  - B. outsource
  - C. use
  - D. trade
73. Corporate and product brands, distributor, and generic are all
- A. sought-after brands.
  - B. types of brands.
  - C. newly introduced brands.
  - D. brands used only in one industry.
74. What usually becomes the centerpiece of a quick-serve restaurant's brand identity for as long as the restaurant is in business?
- A. Menu
  - B. Location
  - C. Name
  - D. Structure
75. Which of the following is not used in calculating open-to-buy:
- A. Items on order
  - B. EOM inventory
  - C. BOM inventory
  - D. Stock turnover rate
76. Which of the following is a specification that a quick-serve restaurant might set when purchasing processed fruits and vegetables:
- A. Label design
  - B. Menu price
  - C. Brand name
  - D. Recipe yield
77. Consumers may be hesitant to believe the information in a quick-service restaurant advertisement for a menu item or restaurant service because advertising
- A. is directed toward a mass audience.
  - B. is intended to be misleading.
  - C. raises the price of the product.
  - D. is necessarily biased.
78. Which of the following is an objective of institutional advertising:
- A. Supporting personal selling activities
  - B. Demonstrating the organization's role in community affairs
  - C. Introducing new goods or services
  - D. Creating consumer interest in the company's goods or services
79. Which of the following is an ethical issue that affects the promotional efforts of many businesses:
- A. Children's advertising
  - B. Integrated marketing
  - C. Personal selling
  - D. Brand positioning
80. An advertising section that is printed by the advertiser and delivered to a magazine or newspaper to be included in the publication is referred to as a(n)
- A. insert.
  - B. tabloid.
  - C. tear sheet.
  - D. classified.
81. If the headline of a print advertisement identifies a problem, then the copy that follows should provide
- A. reactions.
  - B. descriptions.
  - C. examples.
  - D. solutions.



82. What is the database that allows a business to deal efficiently with very large amounts of data by linking the tables where data is stored?
- A. Flat file
  - B. Relational
  - C. Customized
  - D. File Maker
83. The quick-service restaurant industry spends a large part of its promotional dollars on newspaper ads because
- A. newspapers use color for most ads.
  - B. the quality of newsprint is outstanding.
  - C. newspaper ads have a short lead time.
  - D. the rates are the same for all newspapers.
84. When writing menu descriptions, what should quick-service restaurants do to attract customers and increase sales?
- A. Explain the a la carte ordering system
  - B. List the vitamin and mineral content
  - C. Set the prices in large, bold typeface
  - D. Use words that appeal to the senses
85. What is an external factor that can affect a quick-serve restaurant's promotional plan?
- A. Staffing responsibilities
  - B. Product lines
  - C. Demographic trends
  - D. Pricing strategies
86. Selling should be viewed as a \_\_\_\_\_ to customers or clients.
- A. courtesy
  - B. service
  - C. favor
  - D. bonus
87. A quick-serve restaurant that lowers its prices in order to compete with other similar businesses is being influenced by \_\_\_\_\_ factors.
- A. internal
  - B. customer
  - C. social
  - D. external
88. What should managers do to make sure their salespeople are being ethical in their dealings with customers?
- A. Hire entry-level employees
  - B. Develop a control system
  - C. Lower the sales objectives
  - D. Create a legal department
89. The Dalton Ice Cream Shop uses electric ice-cream makers that carry the Good Housekeeping and Underwriters' Laboratory seals of approval. These seals would be categorized as which kind of information:
- A. Grades and quality
  - B. Price information
  - C. Size and capacity
  - D. Processes and construction
90. In the quick-serve restaurant industry, which of the following methods of thawing frozen foods should never be used in order to prevent contamination and spoilage:
- A. Thawing in a microwave
  - B. Thawing gradually under refrigeration
  - C. Thawing at room temperature
  - D. Thawing under running water
91. A salesperson who sells a product that has a unique feature that can be translated into a benefit desirable to customers has a(n)
- A. opportunity to earn a high salary.
  - B. definite advantage over competitors.
  - C. reason to explain technical information.
  - D. obligation to ask detailed questions.
92. In selling, an objection is generally treated as being
- A. invalid.
  - B. valid.
  - C. insincere.
  - D. a turndown.
93. A closing technique in which the salesperson helps prospects to make decisions on several minor points throughout the sales presentation is the \_\_\_\_\_ close.
- A. direct
  - B. assumption
  - C. stimulus-response
  - D. narrative

94. Compute the amount of sales tax for a quick-serve restaurant order totaling \$15.60, if the sales tax rate is 5.5%.
- A. \$.64
  - B. \$.78
  - C. \$.86
  - D. \$.95
95. When processing cash sales, what do quick-serve restaurant employees need to know how to do correctly?
- A. Wrap currency
  - B. Verify identity
  - C. Deposit money
  - D. Count change
96. What key would a quick-serve restaurant cashier use to stop a transaction on an electronic cash register?
- A. SBTL
  - B. PLU/SUB
  - C. No Sale
  - D. Void
97. Which of the following is an important consideration when assembling carryout orders for quick-serve restaurant customers:
- A. Delivery
  - B. Packaging
  - C. Pricing
  - D. Quantity
98. Which of the following is one of the main responsibilities of a sales manager:
- A. Schedule demonstrations
  - B. Make sales calls
  - C. Prospect for clientele
  - D. Recruit qualified staff
99. Working as quick-serve restaurant employee, John says that his job duties include planning what will be done, organizing and directing workers, and solving problems related to worker productivity. His job can best be described as a
- A. bookkeeper.
  - B. broker.
  - C. cashier.
  - D. manager.
100. As a manager, Pablo is taking steps to correct a problem that is affecting the quick-serve restaurant's productivity. Which of the following types of control is Pablo using:
- A. Rework
  - B. Preliminary
  - C. Contingency
  - D. Functional