

# Hotel and Lodging 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. Which of the following factors affects the type of business ownership individuals choose when they are planning to buy a motel:
  - A. Location of the motel
  - B. Willingness to assume risk
  - C. Size of the community
  - D. Stage of product's life cycle
2. When employees do equal work and have equal responsibilities, the Equal Pay Act makes it illegal for hotels to discriminate in pay on the basis of
  - A. sex.
  - B. age.
  - C. race.
  - D. color.
3. When developing persuasive business letters, it is most important for the writers to think about the readers'
  - A. possible objections.
  - B. personal images.
  - C. decision-making styles.
  - D. nonverbal cues.
4. Which of the following is a characteristic of an effective staff meeting:
  - A. Everyone participates.
  - B. Minutes are always kept.
  - C. Breaks are frequent.
  - D. All participants vote.
5. Which of the following might be part of a hotel employee's job even though it would not be in his/her job description:
  - A. Writing letters to customers
  - B. Directing customers to other locations
  - C. Answering the hotel's telephone
  - D. Keeping the hotel's financial records
6. Determine whether the following statement is true or false: Distribution can affect the success of a hotel gift shop's products.
  - A. False, distribution is only one small part of marketing.
  - B. True, effective distribution decreases capital investment.
  - C. True, products must be at the right place at the right time.
  - D. False, quality products will succeed regardless of distribution.
7. Manufacturers' representatives who do not take title to the goods they sell to hotel gift shops are called
  - A. retailers.
  - B. rack jobbers.
  - C. agents.
  - D. specialty wholesalers.
8. Which of the following is an example of a customer-service policy that facilitates the distribution process:
  - A. Overnight rental car available
  - B. \$29.95 special on tire rotation
  - C. Free coffee while you wait
  - D. 15-minute oil change guaranteed
9. An invoice is used in the receiving process to match quantities and prices as listed on the
  - A. purchase order.
  - B. want slip.
  - C. packing slip.
  - D. discrepancy report.
10. One of the most important steps in processing incoming merchandise for a hotel gift shop is
  - A. inspecting the goods.
  - B. opening the containers.
  - C. storing the products.
  - D. stocking the shelves.

11. Calculate inventory shrinkage in a hotel gift shop given the following information:

|                                |     |
|--------------------------------|-----|
| Merchandise on order           | 15  |
| Periodic (current) stock count | 145 |
| Previous stock count           | 650 |
| Purchases                      | 175 |
| Sales                          | 670 |
| Merchandise on layaway         | 10  |

- A. 20  
B. 15  
C. 10  
D. 25
12. In order to determine when and how much to buy, purchasers for a hotel restaurant rely on  
A. standard purchase specifications.  
B. quality control guidelines.  
C. industry forecasts.  
D. standard recipe files.
13. What does a channel of distribution usually need to be able to manage or avoid conflict within the channel?  
A. Updated technology  
B. Strong leadership  
C. Equal authority  
D. Limited competition
14. Under which of the four key areas of evaluating channel membership performance would an agreement on performance standards fall?  
A. Future consideration  
B. Ethical and legal issues  
C. Financial concerns  
D. Working relationships
15. Which of the following are results, or outputs, of the production activities of a hotel supply business:  
A. Goods or services  
B. Capital resources  
C. Raw materials  
D. Means of production
16. Government tries to promote free competition for hotels by enforcing laws that ban  
A. safety standards.  
B. advertising.  
C. price controls.  
D. monopolies.
17. One of the results of freedom in the marketplace is that  
A. government decides how to use an individual's private property.  
B. people and businesses can own things of value.  
C. people can buy anything they can afford that can legally be sold.  
D. businesses use resources efficiently.
18. A higher standard of living is achieved in a country when productivity  
A. decreases and population remains the same.  
B. remains the same and population increases.  
C. and population increase at a similar rate.  
D. increases at a rate faster than population.
19. What must businesspeople in the hotel industry be willing to do in order to successfully work with people from other cultures?  
A. Promote uniformity  
B. Learn another language  
C. Accommodate differences  
D. Limit expectations
20. The supervisor who exercises very little or no control over hotel employees is using the \_\_\_\_\_ style of leadership.  
A. laissez-faire  
B. authoritarian  
C. subordinate  
D. democratic

21. Hotel guests who seem to disagree, question, or look for error in almost everything and everybody are \_\_\_\_\_ customers.
- A. insulting
  - B. domineering
  - C. argumentative
  - D. dishonest
22. In selling, an honestly felt dissatisfaction by a hotel gift shop customer should be considered as a(n)
- A. reason customers keep unwanted items.
  - B. sincere complaint.
  - C. attack on the salesperson.
  - D. positive response.
23. Credit bureaus require convention hotels requesting a credit report on a prospective customer who wants to book a large banquet to provide
- A. the customer's age.
  - B. valid identification.
  - C. a written request.
  - D. the customer's marital status.
24. An advantage to hotel gift shops of offering credit is that credit customers
- A. buy less readily than cash customers.
  - B. are not as price-conscious as cash customers.
  - C. can often save money on purchases.
  - D. buy few impulse items.
25. What is the gross amount due on an invoice if the total cost of the items is \$94.20, shipping charges are \$6.75, and a discount of \$4.70 applies?
- A. \$89.50
  - B. \$94.20
  - C. \$96.25
  - D. \$100.95
26. Which of the following is an example of current liabilities that a hotel chain should include in its balance sheet:
- A. Mortgage loans
  - B. Accounts receivable
  - C. Owner's equity
  - D. Employees' salaries
27. Last year's sales were \$100,000, and the sales forecast is for a 5% increase. The anticipated economic growth of the community is 3%, and the projected increase of consumer trading in the area is 2%. What is the sales forecast in dollars?
- A. \$11,100
  - B. \$110,000
  - C. \$111,000
  - D. \$1,110,000
28. After a motel designates categories of expenses in its budget, it
- A. applies a formula.
  - B. appoints an accountant.
  - C. allocates a dollar amount.
  - D. attaches a time limit.
29. Bed and breakfasts should review their operating budgets on a regular basis to
- A. establish prices.
  - B. control expenses.
  - C. process payments.
  - D. review procedures.
30. Calculate the total amount to be deposited based on the following information: register total of cash received is \$1,762.51, cash over of \$5.17, total cash paid out is \$26.37, and beginning cash fund of \$300.00.
- A. \$2,094.05
  - B. \$1,494.05
  - C. \$1,530.97
  - D. \$1,441.31
31. Which of the following tests would be used to determine whether a job applicant is skilled at a specific task:
- A. Polygraph
  - B. Psychological
  - C. Proficiency
  - D. Personality

32. The depth to which topics are discussed in a job orientation will depend on the
- A. instructional methods to be used.
  - B. workers' position in the hotel.
  - C. size of the group.
  - D. facilities being used.
33. When an employee's complaints are not resolved by hotel management, the dissatisfaction felt by that employee could
- A. save the hotel money.
  - B. help the hotel's image.
  - C. spread to other employees.
  - D. improve employee morale.
34. What type of remedial action should a hotel chain take to encourage employees to follow standards and rules so that violations don't occur?
- A. Corrective
  - B. Constructive criticism
  - C. Progressive
  - D. Preventive
35. If one server can effectively serve 20 customers at one time, how many servers should a hotel restaurant schedule if it has 60 tables that each seat four people?
- A. 20
  - B. 10
  - C. 16
  - D. 12
36. Why do hotel supply businesses need to obtain marketing information?
- A. To learn about customers
  - B. To prepare research reports
  - C. To sample select groups
  - D. To analyze current trends
37. Which type of data is the most expensive to gather?
- A. Primary
  - B. Secondary
  - C. Internal
  - D. External
38. Which of the following is an important factor that motel chains should consider when developing a marketing-information management system:
- A. Hours the system will operate
  - B. Where the system is located
  - C. Who has access to the system
  - D. Type of system used by competitors
39. What type of information is often included in a salesperson's lost-business reports that a hotel supply business might use to change its marketing strategy?
- A. Reasons for local unemployment
  - B. Design of competitors' products
  - C. Why customers no longer buy
  - D. Quality of promotional materials
40. Electrolux Corporation is planning a one-day meeting in Dallas and will fly in its managers from across the country. Only senior staff will arrive the night before for a dinner meeting and to review the agenda for the next day. Which of the following properties will best suit the company's needs for meeting space and accommodations:
- A. Crowne Plaza — Downtown Dallas
  - B. Marriott — Dallas/Ft. Worth Airport
  - C. America's Extended Stay — Ft. Worth
  - D. Rodeway Inn — Dallas/Ft. Worth Airport
41. When processing marketing information, assigning numeric value to different responses or types of data is known as
- A. editing.
  - B. interpreting.
  - C. coding.
  - D. formulating.

42. What is the mean in the following statistical table:

| Numeric Value of Response | Number of Responses |
|---------------------------|---------------------|
| 6                         | 6                   |
| 5                         | 10                  |
| 4                         | 15                  |
| 3                         | 12                  |
| 2                         | 7                   |
| 1                         | 4                   |

- A. 3.7  
B. 3.3  
C. 3.5  
D. 3.1
43. A large hotel chain directed its advertising to the majority of its guests who had been loyal to the chain for many years. The chain had segmented the market based on  
A. behavior.  
B. psychographics.  
C. demographics.  
D. geographics.
44. When assessing global trends and opportunities, an important factor that hotel chains usually consider is another country's  
A. ability to access the Internet.  
B. type of physical geography.  
C. stage of economic development.  
D. reputation in the marketplace.
45. Which of the following is a question that should be asked when selecting a sales forecasting method:  
A. What information is available to use?  
B. What are the motel's past sales?  
C. What changes are occurring in the motel?  
D. What are the operating expenses of the motel?
46. One reason it is important for a hotel to develop a marketing plan is that the plan  
A. reduces the need to implement corrective action or contingency plans.  
B. provides guidelines for personnel to meet the hotel's objectives.  
C. increases the hotel's financial security in an unpredictable environment.  
D. allows the hotel to focus on short-term goals instead of long-term goals.
47. Which of the following is an adjustment a hotel supply business might make to its marketing plan after conducting a profitability analysis:  
A. Eliminate certain items from the product mix  
B. Reduce the number of employees in the accounting department  
C. Buy more equipment for the warehouse  
D. Increase compensation and benefit package
48. When monitoring its marketing activities, a hotel might need to take corrective action if  
A. economic conditions change.  
B. sales marginally exceed goals.  
C. market trends remain consistent.  
D. service levels are satisfactory.
49. A factor that motels consider when conducting marketing audits is marketing  
A. technology.  
B. research.  
C. concepts.  
D. strategies.
50. When housekeeping notifies the front desk that a room is clean and available for occupancy, the room status becomes  
A. V/R.  
B. C/O.  
C. S/O.  
D. OOO.

51. A hotel employee needs to send an e-mail message to a coworker that he received from his supervisor. The most efficient way for the employee to communicate the information to his coworker is by
- A. printing the message and handing the copy to the coworker.
  - B. sending the message by clicking on the reply box.
  - C. posting the message in a secured e-mail folder.
  - D. forwarding the message to the coworker's e-mail address.
52. When a guest asks a hotel employee about a lost item, the employee should first request that the guest provide a(n)
- A. confirmation code.
  - B. return shipping address.
  - C. telephone number.
  - D. item description.
53. Why is it important for motel employees to remain calm when confronted by an armed robber?
- A. Because the management requires the staff to refuse to cooperate with thieves
  - B. Because the silent alarm automatically activates and notifies authorities
  - C. So they do not put themselves or others in additional danger
  - D. So they can use company procedures to distract the robber and avoid the robbery
54. Which of the following is a recommended method of cleaning floors in hotel restaurants:
- A. Sweeping with a broom
  - B. Washing by hand
  - C. Dry dusting
  - D. Wet mopping
55. In unloading a handcart containing the luggage of a hotel/motel guest, the bellperson should make sure that any garment bags are
- A. laid on a bed.
  - B. hung on a clothes rod.
  - C. handed to guests.
  - D. draped across a chair.
56. Why do many resort hotels have safety guidelines for workers to follow?
- A. To maintain control of workers' activities
  - B. To relieve workers of safety responsibility
  - C. To encourage workers to do a good job
  - D. To protect workers from being injured
57. Determine whether the following statement is true or false: Accidents in the workplace cannot be prevented or reduced.
- A. True, employees are always going to make mistakes.
  - B. False, employees can be trained in accident prevention.
  - C. True, accidents result from human and mechanical error.
  - D. False, accidents caused by malfunctions can be prevented.
58. One reason why it is important for a hotel to correctly fill out information about credit terms and shipping instructions when ordering supplies from a vendor is because the purchase order is a
- A. payment record.
  - B. receiving document.
  - C. legal contract.
  - D. delivery form.
59. Hotels that are unable to afford regular maintenance because of overspending run the risk of needing to
- A. extend working hours.
  - B. make costly repairs.
  - C. hire new employees.
  - D. order more inventory.
60. A motel's budget estimated \$165,500 in sales each month for the next four months with 55% of that amount each month for expenses. If actual sales for the four-month period were \$690,000 and expenses stayed at 55%, by what amount did the motel's income increase?
- A. \$13,900
  - B. \$12,600
  - C. \$14,500
  - D. \$15,100
61. Celeste is an honor student whose goal is to become a hotel manager because her parents believe that would be a good career for her. Why is this not a good goal for Celeste?
- A. Celeste has not chosen this goal for herself.
  - B. This is not a challenging goal for Celeste.
  - C. This is not an attainable goal for Celeste.
  - D. Celeste has not set a specific, realistic goal.

62. What do hotel employees need to do first before they can make work-related decisions?
- A. Identify alternatives
  - B. Gather information
  - C. Inform supervisor
  - D. Analyze consequences
63. What offers hotel and lodging professionals an opportunity to buy and sell products unique to their industry and to learn about new, innovative techniques?
- A. Consumer publications
  - B. Contests
  - C. Unions
  - D. Trade shows
64. Which of the following is usually the most effective way of developing career opportunities:
- A. Counseling
  - B. Interviewing
  - C. Mentoring
  - D. Networking
65. Which of the following is an example of good verbal behavior for a front desk clerk:
- A. Greeting guests with a cheerful "Good morning"
  - B. Smiling at guests who approach the front desk
  - C. Filling out registration forms accurately
  - D. Making sure guests pay all charges at checkout
66. Why do many hotel gift shops use computerized systems to mark prices on products?
- A. To reduce costs
  - B. To increase turnover
  - C. To monitor vendors
  - D. To eliminate theft
67. When a hotel supply business has a new product which the competition does not have, the business will usually set a price that is
- A. competitive.
  - B. fairly low.
  - C. relatively high.
  - D. discounted.
68. At what stage in the product life cycle would a hotel supply business with a new and innovative product line expect to experience the greatest increase in sales?
- A. Growth
  - B. Decline
  - C. Maturity
  - D. Introduction
69. In order to operate ethically, a beach resort that is offering an all-inclusive package to guests should disclose which of the following information:
- A. Additional cost-added features
  - B. Type of recreational activities
  - C. Cost for additional nights
  - D. Recommended transportation options
70. Which of the following is not a reason for revising standards:
- A. To respond to technological evolution
  - B. To cut costs and increase profits
  - C. To consider new methods and materials
  - D. To upgrade quality and safety requirements
71. Which of the following is the core product in the hospitality industry:
- A. Lodging
  - B. Entertainment
  - C. Retailing
  - D. Food service
72. An important reason why many hotel supply businesses offer a variety of services to their customers is to
- A. promote diversity.
  - B. appear responsible.
  - C. remain competitive.
  - D. obtain information.
73. Consumers develop feelings toward brands in terms of various levels of awareness and preference. This is referred to as brand
- A. promise.
  - B. insistence.
  - C. loyalty.
  - D. identity.



74. What must a hotel manager be willing to give up so that employees have the authority to make decisions that will please guests?
- A. Time
  - B. Prestige
  - C. Control
  - D. Money
75. What positioning strategy is a hotel supply business using when it focuses on convincing the consumer that its product is superior to other products on the market?
- A. Competition
  - B. Business environment
  - C. Consumer perception
  - D. Product use
76. The front desk of the Jonesboro Hotel in Las Vegas has been renovated so that a large, illuminated fish tank acts as a buffer between guests and the property's slot machines during the check-in process. What is the property attempting to improve?
- A. Wait times
  - B. Exterior views
  - C. Lighting
  - D. Atmosphere
77. Which of the following U.S. government agencies provides information about how to obtain legal protection for the exclusive use of a brand name:
- A. Internet Corporation for Assigned Names and Numbers
  - B. Federal Reserve Commission
  - C. Federal Trade Commission
  - D. Patent and Trademark Office
78. The end result of promotion is that information about goods, services, images, and/or ideas will be
- A. organized.
  - B. researched.
  - C. communicated.
  - D. gathered.
79. A bed and breakfast's public-relations promotions are intended to
- A. attract similar businesses to the area.
  - B. increase a specific product's sales.
  - C. increase operating expenses.
  - D. develop good public images.
80. The combination, or blend, of marketing communication channels that a hotel uses to send its messages to consumers is referred to as its
- A. advertising media.
  - B. promotions.
  - C. market.
  - D. promotional mix.
81. When developing promotional activities, a hotel should consider how to accomplish its goal of attracting consumer attention in an effective and \_\_\_\_\_ way.
- A. inflexible
  - B. intangible
  - C. vague
  - D. tasteful
82. The logotype of a print advertisement identifies the ad's
- A. layout.
  - B. type font.
  - C. sponsor.
  - D. typestyle.
83. What can a customer database tell a hotel chain?
- A. What new products to develop
  - B. Where to find new customers
  - C. How many marketing packages to send to customers
  - D. Who the customers are and which products they have purchased
84. Before putting props and fixtures in storage during the process of dismantling displays, hotel gift shop workers first should \_\_\_\_\_ them.
- A. arrange
  - B. photograph
  - C. clean
  - D. identify

85. A hotel needed one small show card for a display and asked the display worker to
- A. hand letter a sign.
  - B. paint a picture.
  - C. order a printed sign.
  - D. buy a lettering machine.
86. Which of the following statements about developing a budget for a promotional plan is true:
- A. The elements of the promotional mix should have equal budgets.
  - B. Establishing objectives and tasks is an effective approach.
  - C. The best approach is to take a percentage of forecasted sales.
  - D. Determining the budget is the first step in promotional planning.
87. A hotel guest from a foreign country wants to know what the cost of services will be in deutsche marks. What cash register key would be used to answer the guest's question?
- A. Conversion
  - B. Check
  - C. Discount
  - D. Subtotal
88. Which of the following activities plays an important interactive role in securing hotel guest goodwill and patronage:
- A. Purchasing
  - B. Promoting
  - C. Managing
  - D. Selling
89. Hotel supply salespeople who give expensive gifts to customers in an attempt to obtain their business are often considered guilty of
- A. unethical behavior.
  - B. overstating expenses.
  - C. accepting bribes.
  - D. violating local laws.
90. Hotel supply businesses that sell a wide variety of products often provide salespeople with a(n) \_\_\_\_\_ containing product information.
- A. company newsletter
  - B. sales catalog
  - C. employee memo
  - D. payroll stuffer
91. What should hotel supply salespeople do with the various types of information that they obtain about the products they sell?
- A. Develop a sales catalog
  - B. Write a promotional brochure
  - C. Organize a training seminar
  - D. Prepare a feature-benefit chart
92. What is the simplest and most natural of sales closes?
- A. Direct
  - B. Assumption
  - C. Choice
  - D. Minor points
93. What essential information must a hotel employee obtain from a customer who telephones the property for a reservation?
- A. Payment method, cancellation number, and telephone number
  - B. Confirmation number, departure date, and name
  - C. Arrival date, fax number, and e-mail address
  - D. Name, telephone number, and arrival date
94. When a sale does not result from a sales presentation, an effective hotel supply salesperson should \_\_\_\_\_ the customer.
- A. politely ignore
  - B. follow up with
  - C. walk away from
  - D. stop talking to
95. Selling that meets customers'/clients' needs contributes to the
- A. relative price of products.
  - B. national debt.
  - C. size of the target market.
  - D. success of the motel.

96. What should a motel employee do when authorizing a check as payment for lodging?
- A. Ask the customer for identification
  - B. Ask for the place of employment
  - C. Call the customer's bank
  - D. Check the address in the telephone book
97. An important benefit to the property of having front desk clerks ask guests at checkout about their stay at the property is that it
- A. ensures guests will return.
  - B. provides valuable feedback.
  - C. helps to prevent disputes.
  - D. demonstrates thoroughness.
98. What are the three basic compensation methods that most convention hotel sales managers use for their salespeople?
- A. Quota, break even, cost method
  - B. Functionality, inbound, outbound
  - C. Straight commission, straight salary, combination
  - D. Cost differentials, cross tabulation, delayed quotation
99. Coordinating all of a hotel chain's resources in order to enable the company to reach its goals is known as
- A. planning.
  - B. organizing.
  - C. management.
  - D. controlling.
100. A person who wants to start a new bed and breakfast and needs financial support should develop a business plan to present to potential
- A. clients.
  - B. competitors.
  - C. investors.
  - D. promoters.