

Which company has the motto, "Ladies and gentlemen, please take care of each other and your golden rule"? ■ = 1
■ =
■ =

- ☐ Ritz- Carlton (*True Answer*)Correct
- ☐ Marriott Incorrect
- ☐ Hyatt Incorrect
- ☐ Holiday Inn Incorrect

Since its introduction, the pineapple has been internationally recognized as: ■ = 2
■ =
■ =

- ☐ non-nutritional Incorrect
- ☐ a widely used vegetable in the South Incorrect
- ☐ a symbol of hospitality, friendliness, warmth and cheer (*True Answer*)Correct
- ☐ a gift from sea captains to yacht passengers Incorrect

The hospitality and tourism industry is: ■ = 3
■ =
■ =

- ☐ a field that offers few opportunities for advancement Incorrect
- ☐ the largest and fastest growing industry in the world (*True Answer*)Correct
- ☐ limited in scope Incorrect
- ☐ only found in large cities Incorrect

The interrelated nature of hospitality and tourism means that: ■ = 4
■ =
■ =

- ☐ one must know all the areas of the industry in order to work in it Incorrect
- ☐ a person must like to travel in order to be a successful cook Incorrect
- ☐ all scopes under the umbrella of the industry have an effect on each other (*True Answer*)Correct
- ☐ advancement is not possible Incorrect

Which of the following is not part of the hospitality umbrella: ■ = 5
■ =
■ =

- ☐ trucking (*True Answer*)Correct
- ☐ lodging Incorrect
- ☐ recreation Incorrect
- ☐ travel Incorrect

In the hospitality industry, perishability means: ■ = 6
■ =
■ =

- ☐ spoiled food that must be discarded Incorrect
- ☐ an unsold airline seat, hotel room, or empty

restaurant table (*True Answer*)Correct

☐ is intangible so there is no need to worry about it
Incorrect

☐ cannot be measured Incorrect

Based on data from the U.S. Census Bureau, graduates
with a bachelor's degree can earn approximately
_____ million over a lifetime.  = 7

☐ \$1.2 Incorrect

☐ \$1.6 Incorrect

☐ \$2.1 (*True Answer*)Correct

☐ \$2.5 Incorrect

A commitment to excellence should begin:  = 8

☐ after graduation from school Incorrect

☐ once a person becomes a manager Incorrect

☐ only when someone owns a business Incorrect

☐ at the beginning of ones hospitality career (*True Answer*)Correct

Great service:  = 9

☐ Can result in repeat business (*True Answer*)Correct

☐ is very simple to achieve Incorrect

☐ happens in all hospitality industry Incorrect

☐ is not expected by most guests Incorrect

Based on the book "At America's Service," which of the
following is not one of the seven deadly sins of service:  = 10

☐ Apathy Incorrect

☐ Cheerfulness (*True Answer*)Correct

☐ Coldness Incorrect

☐ Runaround Incorrect

Approximately what percentage of many countries
economies are engaged in service industries?  = 11

☐ 85% Incorrect

☐ 30% Incorrect

☐ 70% (*True Answer*)Correct

☐ 100% Incorrect

A guest is anyone who:  = 12

☐ receives or benefits from the output of someone's
work (*True Answer*)Correct

- ☐ stays at a lodging property for more than one night Incorrect
- ☐ is willing to pay for a product Incorrect
- ☐ works in the back of the house Incorrect

In the book, "Service America" there are two basic kinds of service. They are "Help me" and _____.

■ = 13
■ =
■ =

- ☐ Serve me Incorrect
- ☐ Talk to me Incorrect
- ☐ Fix it (*True Answer*) Correct
- ☐ Ignore it Incorrect

Internal customers are:

■ = 14
■ =
■ =

- ☐ those who have checked into the hotel Incorrect
- ☐ those who have been seated in a restaurant dining room Incorrect
- ☐ loyal customers who return frequently Incorrect
- ☐ the people inside any company who receive or benefit from the output of work done by other in the company (*True Answer*) Correct

Guest loyalty is:

■ = 15
■ =
■ =

- ☐ keeping guests happy and returning as guests (*True Answer*) Correct
- ☐ putting regular customers before new customers Incorrect
- ☐ over booking reservations for regular customers and putting them first Incorrect
- ☐ not important if you have great food or clean rooms Incorrect

Moments of truth are:

■ = 16
■ =
■ =

- ☐ times when you hope things will work out well Incorrect
- ☐ guest encounters (*True Answer*) Correct
- ☐ times when a business is short staffed and barely makes it through a shift Incorrect
- ☐ not important in the hospitality industry Incorrect

Which of the following would not be a moment of truth?

■ = 17
■ =
■ =

- ☐ Calling a restaurant for a reservation Incorrect

- ☐ Server taking your order Incorrect
- ☐ Your car not starting when it is time to leave for a meeting (*True Answer*)Correct
- ☐ Guest calling for directions while trying to find the restaurant Incorrect

The Ritz- Carlton Hotel Company, under the leadership of Horst Schulze received which prestigious award for quality in both 1992 and 1999? ■ = 18
■ =

- ☐ The American Hotel Association Award for Quality Lodging Incorrect
- ☐ Six Sigma Award Incorrect
- ☐ The Malcolm Baldrige National Quality Award (*True Answer*)Correct
- ☐ The National Restaurant Association Guest Quality Award Incorrect

Perfecting service includes: ■ = 19
■ =
■ =

- ☐ having effective leaders who make things happen Incorrect
- ☐ having the knowledge, skills, and attitude required to get the most out of people Incorrect
- ☐ attending programs to enhance professional development Incorrect
- ☐ all of these are examples of perfecting service (*True Answer*)Correct

According to the National Restaurant Association, when implementing change it is important to do all of the following except: ■ = 20
■ =
■ =

- ☐ State the purpose of the change Incorrect
- ☐ Require all employees to immediately adapt to the change- no questions asked (*True Answer*)Correct
- ☐ Involve all employees in the process Incorrect
- ☐ Monitor, update, and follow up Incorrect

TQM or Total Quality Management is: ■ = 21
■ =
■ =

- ☐ impossible to implement in the hospitality industry Incorrect
- ☐ best used in a manufacturing environment Incorrect
- ☐ can only be used in back of the house departments Incorrect
- ☐ a continuous process that works best when managers are also good leaders (*True Answer*)Correct

The difference between TQM (total quality management) and QC (quality control) is:  22

- ☐ TQM focuses on error detection while QC focuses on error prevention Incorrect
- ☐ TQM focuses on retention of employees while QC focuses on error detection Incorrect
- ☐ TQM focuses on error prevention while QC focuses on error detection (*True Answer*)Correct
- ☐ TQM focuses on job skills while QC focuses on job performance Incorrect

Empowerment is:  23

- ☐ a feeling of partnership in which employees feel responsible for their jobs and have a stake in the success of the organization (*True Answer*)Correct
- ☐ allowing all employees to make any decision they want Incorrect
- ☐ a process that eliminates the need for management Incorrect
- ☐ too risky for the hospitality industry Incorrect

In order to empower employees, managers should do all of the following except:  24

- ☐ Take risks and delegate Incorrect
- ☐ Share information and foster a learning environment Incorrect
- ☐ Involve employees Incorrect
- ☐ Belittle employees for making poor decisions (*True Answer*)Correct

With operations in more than 150 countries, _____ is one of the largest privately held corporations in the United States and a leader in providing hospitality management, franchising, and direct-to-consumer services.  25

- ☐ Lettuce Entertain You Incorrect
- ☐ Carlson Companies (*True Answer*)Correct
- ☐ Disney Incorrect
- ☐ Marriott Incorrect

All of the following are key elements of Disney's guest service except:  26

- ☐ providing free parking (*True Answer*)Correct
- ☐ training leaders to become coaches Incorrect
- ☐ measuring guest satisfaction Incorrect
- ☐ communicating the traditions and standards of

service to all cast members Incorrect

Disney recognizes that rewarding employees is not a one size fits all system, which of the following is not a way in which Disney employees might be rewarded and/or recognized? ■ — 27
■ —
■ —

- ☐ Recognition of years of service through pins, statutes and a special dinner Incorrect
- ☐ Hosting special social events for cast members and their families Incorrect
- ☐ Management hosts a family Christmas party for cast members after hours Incorrect
- ☐ Employees pay full-price for parking and access to each of the theme parks (*True Answer*)Correct

Ethics is: ■ — 28
■ —
■ —

- ☐ not about personal value systems Incorrect
- ☐ a set of moral principles and values used to answer questions about right and wrong (*True Answer*)Correct
- ☐ not important in the service industry Incorrect
- ☐ only a management concern Incorrect

Which of the following could be considered unethical? ■ — 29
■ —
■ —

- ☐ Seeking a fair and honest profit. Incorrect
- ☐ Working to protect the environment by recycling when no process exists Incorrect
- ☐ Publishing work performance standards Incorrect
- ☐ Accepting a \$1000 gift from a purveyor for continuing to use their services. (*True Answer*)Correct

Etiquette is about: ■ — 30
■ —
■ —

- ☐ how we behave in a given setting (*True Answer*)Correct
- ☐ setting and achieving career goals Incorrect
- ☐ how we react during a stressful interview Incorrect
- ☐ how we handle guests who are upset Incorrect

Matching 31

☐

The _____ is a symbol of welcome, friendship and hospitality. 32

- ☐ pineapple (*True Answer*)
☐ *

The _____ forecasts a need for thousands of supervisors and managers for the hospitality industry. 33

- ☐ National Restaurant Association (*True Answer*)
☐ *

The hospitality industry is unique because of its _____ of product and consumption of service and the perishability of the product. 34

- ☐ inseparability (*True Answer*)
☐ *

The scope of the hospitality and tourism industry is broad and includes the following interrelated areas: travel, _____, assembly and event management, _____, and recreation.  35

- ☐ lodging, restaurants and managed services

The _____ are the people who work inside the company and receive or benefit from the output of work done by others in the company. 36

- ☐ internal customer (*True Answer*)
☐ *

_____ keeps guests happy and creates repeat business, which is less expensive than attracting new guests. 37

- ☐ Guest loyalty (*True Answer*)
☐ *

A housekeeper cleaning a room, a server taking an order or an event planner answering the phone are all examples of a _____. 38

- ☐ moment of truth (*True Answer*)
☐ *

An employee serving a guest works in the _____. 39

- ☐ front of the house (*True Answer*)
☐ *

The Malcolm Baldrige National Quality Award is the _____ level of national recognition a company can receive. 40

- ☐ highest (*True Answer*)

☐ *

_____ is a participatory process that provides and ☐ 41
opportunity for employees of all levels to work in groups
to establish guest service expectations and determine the
best way to meet or exceed guest expectations.

☐ Total Quality Management (*True Answer*)

☐ *

A feeling of partnership in which employees feel ☐ 42
responsible for their jobs and that they have a stake in
the success of the organization is known as _____ .

☐ empowerment (*True Answer*)

☐ *

_____ are a set of moral principles and values that ☐ 43
people use to answer questions about what is right or
wrong.

☐ Ethics (*True Answer*)

☐ *

"We create happiness" is the mission statement of ☐ 44
_____ corporation.

☐ Disney (*True Answer*)

☐ *

Disney _____ is a program designed for Disney ☐ 45
managers to become acculturated and learn the Disney
way.

☐ University (*True Answer*)

☐ *

A _____ is the career progression available in each ☐ 46
segment of the hospitality industry.

☐ career path (*True Answer*)

☐ *

List five trends that have an impact on the hospitality ☐ 47
industry and provide an example of what the impact is.

☐ *Answers will vary.*

In your own words, describe what service spirit means ☐ 48
to you

☐ *Answers will vary.*

List three ways in which the back of the house serves the front of the house to meet guest needs and expectations.



49

☐ *Answers will vary.*

You are the manager of a dining room; what would you do to create guest loyalty and repeat business?



50

☐ *Answers will vary.*

Identify five moments of truth and what you would do to make them positive.



51

☐ *Answers will vary.*