

Management

1

Test Bank

(Ratio directed to 10 question test.)

** (Asterisk) denotes correct answer*

Knowledge Domain 1-1

Objective 1-1: Define the customer within the wider context of the hospitality industry. – Select -1 or 2 questions to achieve 10 questions

- **According to the text, someone who is prepared to pay for services and products that are prepared by friendly, caring, efficient professionals utilizing quality products and outstanding skills in a safe and sanitary environment and served by friendly, caring, efficient professionals can be considered to be which of the following?**
 - a. hospitality customer *
 - b. boarder
 - c. tourist
 - d. vacationer
- **A hospitality customer is defined in the text as which of the following?**
 - a. any person frequenting any commercial hotel or resort; food service establishment, theme park, cruise ship, or transportation operation who is prepared to pay for services and products that are prepared by efficient professionals.
 - b. any person of any demographic group frequenting any commercial hotel or resort; food service establishment, theme park, cruise ship, or transportation operation who is prepared to pay for services and products that are prepared by friendly, caring, efficient professionals.
 - c. any person of any demographic group frequenting any commercial hotel or resort; food service establishment, theme park, cruise ship, or transportation operation who is prepared to pay for services and products served by friendly, caring, efficient professionals.
 - d. is any person of any demographic group frequenting any commercial hotel or resort; food service establishment, theme park, cruise ship, or transportation operation who is prepared to pay for services and products that are prepared by friendly, caring, efficient professionals utilizing quality products and outstanding skills in a safe and sanitary environment and served by friendly, caring, efficient professionals. *

- **According to the text, in hospitality businesses:**
 - a. the consumer reacts immediately to the quality of the product, the service, and all other factors impacting their experience.*
 - b. the consumer does not react to the quality of the product, service, and all other factors impacting their experience until they have left the property.
 - c. the consumer generally does not notice the quality of the product, service, and all other factors impacting their experience.
 - d. the quality of the product and service is consistently overshadowed by the décor and environment created by music and lighting in the property so their reaction to the quality of product and service is delayed until they leave the area.

Knowledge Domain 2-2

Objective 2-2: Develop a basic knowledge of the principles and philosophies of scientific management, management by objective, reengineering, the elements of the excellence movement and total quality management.— Select 2 question

- **The text state that Frederick Winslow Taylor believed that:**
 - a. human behavior could not be defined but it could be controlled.
 - b. human behavior could be defined by work standards and policies.
 - c. time and motion studies had no place in determining work policies.
 - d. definition and control of human behavior lay in work standards and rules.*
- **According to the text, Taylor believed that work should be:**
 - a. reduced to repetitive, simple, separate steps.*
 - b. enlarged to encourage independent thought by the worker.
 - c. directed to goals to be achieved by employees.
 - d. shifted from activity to results.
- **The customer of the “customer revolution” according to the chapter is which of the following?**
 - a. associated with the management theory “Management by Objective”
 - b. a customer who expected to be listened to*
 - c. part of the “error free” baseline of the Excellence Movement
 - d. an outgrowth of an era of unskilled, uneducated labor

Knowledge Domain 2-2

Objective 2-3: Identify contingency, systems, and chaos management theories.— Select -1

- **Based on the information presented in the chapter, this relational model best represents which of the following management theories?**
 - a. contingency
 - b. systems
 - c. chaos
 - d. systems and contingency *
- **According to the text which of the following management theories is more of a scientific theory for the world and life in general?**
 - a. chaos *
 - b. contingency
 - c. systems
 - d. total quality management

Knowledge Domain 2-2

Objective 2-4: Recall the development, strengths, and weaknesses of different concepts of management.– Select 2

- **According to the text, “the concept of developing a workplace culture that focuses on quality in every aspect of the operation continues to be central to a hospitality operation’s success” is associated most directly with which of the following management theories?**
 - a. total quality management *
 - b. excellence movement
 - c. reengineering
 - d. contingency
- **According to the text, _____ said “strategies, ideas, and concepts come from the bottom up.”**
 - a. Peters *
 - b. Waterman
 - c. Carlson
 - d. Drucker
- **The major criticisms of MBO included:**
 - a. Factors such as cooperation, adaptability, and concern were not included as part of MBO rationale. *
 - b. It was rule bound, hierarchical, and top heavy with corporate structure.
 - c. The roles of people change from controlled to empowered.
 - d. The conviction that it is possible to achieve error-free quality product most of the time.

Knowledge Domain 2-2

Objective 2-5: Recall information about Deming’s 14 quality principles to hospitality management.– Select -2

- **The text listed Deming’s 14 quality principles. The quality principle that addresses “departments” indicates which of the following?**
 - a. A department should be open to the smooth flow of ideas and resources from department to department. *
 - b. A department should closely control the information and resources they generate.
 - c. A department should work to create high performing individuals with no concern for team development.
 - d. A department is responsible only for its success to the success of other departments.
- **The text listed Deming’s 14 quality principles. A distinct message across all of the quality principles is best described by which of the following statements?**
 - a. Quality is not achieved in a vacuum. *
 - b. Quality is achieved most quickly by individuals working as individuals.
 - c. Quality should be thought of as an error rate of no greater than 90%.
 - d. Quality as an outcome is best achieved through fear.
- **The text listed Deming’s 14 quality principles. According to the quality principles, reductions in cost are achieved by which of the following?**
 - a. constantly improving the system of production and service *
 - b. close supervision of quota achievement
 - c. dependence on inspection to insure quality
 - d. increased use of slogans and targets for the workforce

Knowledge Domain 2-2

Objective 2-6: Develop a basic knowledge of the principles of change.– Select -1or 2 questions to achieve 10 questions

- **Which of the following is *not* one of the steps to gaining employee acceptance of change according to the text?**
 - a. Inform those concerned in advance so that they can think about the implications of the change and its effect on their position within the operation.
 - b. Explain the overall objectives of the change, the reasons for it, and the sequence in which it will occur.
 - c. Show people how the change will benefit them.
 - d. Restrict the planning and organization for the change to upper management.*
- **The most powerful tool for reducing resistance to change:**
 - a. is a positive attitude toward the change and the anticipated outcome of the change by the manager.*
 - b. is taking time to examine what needs to be modified.
 - c. is watching for symptoms that further change is necessary.
 - d. is the manager immediately shutting down negative responders.