

- 1  The symbol of welcome, friendship and hospitality is a(n)
- ☐ orange *Incorrect*
 - ☐ corn *Incorrect*
 - ☐ pineapple *(True Answer)Correct*
 - ☐ grapefruit *Incorrect*
 - ☐ pinecone *Incorrect*
- 2  Since its introduction, the pineapple has been internationally recognized as
- ☐ nonnutritional *Incorrect*
 - ☐ a widely used vegetable in the southwest *Incorrect*
 - ☐ a symbol of danger *Incorrect*
 - ☐ a symbol of hospitality *(True Answer)Correct*
- 3  Key to being successful in the hospitality industry is
- ☐ being a service-oriented person *(True Answer)Correct*
 - ☐ knowing how to cook *Incorrect*
 - ☐ waiting tables *Incorrect*
 - ☐ bartending skills *Incorrect*
- 4  Intangible means
- ☐ assets of the business *Incorrect*
 - ☐ physical property *Incorrect*
 - ☐ cannot be perceived by the senses *(True Answer)Correct*
 - ☐ A souvenir purchased as a gift *Incorrect*
- 5  In the hospitality industry the concept of perishability means
- ☐ spoiled food that must be discarded *Incorrect*
 - ☐ an unsold airline seat, hotel room or empty restaurant table *(True Answer)Correct*
 - ☐ it is intangible *Incorrect*
 - ☐ it cannot be measured *Incorrect*

- 6  Inseparability refers to
- ☐ the fact that production and consumption occur simultaneously *(True Answer)Correct*
 - ☐ hospitality products being inherently heterogeneous *Incorrect*
 - ☐ hospitality products are tangible *Incorrect*
 - ☐ the fact that production and consumption occur independently *Incorrect*
- 7  Each of the following is a characteristic of the Hospitality Industry EXCEPT:
- ☐ product is intangible and perishable *Incorrect*
 - ☐ no such thing as business hours *Incorrect*
 - ☐ the service product and the guest are separate *(True Answer)Correct*
 - ☐ characterized by shift work *Incorrect*
- 8  Guest calls for reservations and a guest welcome are both examples of what?
- ☐ Moments of Truth *(True Answer)Correct*
 - ☐ Moments of Reason *Incorrect*
 - ☐ Moments of Reality *Incorrect*
 - ☐ Moments of Fact *Incorrect*
- 9  Anyone who receives or benefits from the output of someone's work is
- ☐ a customer *Incorrect*
 - ☐ internal guest *Incorrect*
 - ☐ an employee *Incorrect*
 - ☐ a guest *(True Answer)Correct*
- 10  Internal customers are
- ☐ those who have checked into the hotel *Incorrect*
 - ☐ those who have been seated in a restaurant dining room *Incorrect*
 - ☐ loyal customers who return often *Incorrect*
 - ☐ the employees *(True Answer)Correct*

11 ■ ■ ■ Guest loyalty is

- ☐ advertising the hotel to new guests *Incorrect*
- ☐ prioritizing new guests over returning guests *Incorrect*
- ☐ keeping guests happy and returning often (True Answer)Correct
- ☐ overbooking reservations to maximize profits *Incorrect*

12 ■ ■ ■ Which of the following would NOT be a moment of truth?

- ☐ calling a restaurant for a reservation *Incorrect*
- ☐ server takes your order *Incorrect*
- ☐ your car will not start when it is time to go to the restaurant (True Answer)Correct
- ☐ hostess greets you and asks you to wait *Incorrect*

13 ■ ■ ■ Empowerment is

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

14 ■ ■ ■ All of the following are part of Disney's "Five Steps of Leadership" EXCEPT:

- ☐ provide clear expectations *Incorrect*
- ☐ communicate expectations through demonstration *Incorrect*
- ☐ hold managers accountable for member feedback (True Answer)Correct
- ☐ coach through honest and direct feedback *Incorrect*

15 ■ ■ ■ Ethics is (are)

- ☐ the standards of the organization *Incorrect*
- ☐ a set of moral principles and values used to answer questions

about right and wrong *(True Answer)Correct*

- ☐ service industry policies *Incorrect*
- ☐ a set of laws governing business practices *Incorrect*

16  The purpose of a self-assessment is to

- ☐ apply for a promotion *Incorrect*
- ☐ create goals and objectives for the company *Incorrect*
- ☐ prepare for an interview *Incorrect*
- ☐ measure strengths and weaknesses *(True Answer)Correct*

17  The concept of protecting the natural resources of the planet while achieving corporate profitability

- ☐ sustainability *(True Answer)Correct*
- ☐ productivity *Incorrect*
- ☐ operational values *Incorrect*
- ☐ perishability *Incorrect*

18  You are the owner of a new hotel chain. Outline the corporate culture you hope to create for your employees. Give examples.

- ☐ Students should outline how they want their employees to view them as a manager, how they intend to treat their employees, the importance of the customer in the day-to-day implementation of a cultural philosophy.

19  Discuss the pros and cons of an internship program, a job-shadowing program, and a mentoring program. Which do you think is most effective and why?

- ☐ Students will look at each program with a variety of pros and cons. Internships are often viewed as an opportunity for "real world" experience but if they are not managed properly, students often fall into the "gopher" role. Shadowing is effective for a short-term glimpse into the industry but the experience is exactly that: short term. Mentoring is usually most effective as part of the new employee orientation process.

20  You are being interviewed for an entry-level management position with a cruise line. Generate a list of five questions that you think would best allow you to portray yourself as the perfect candidate for the job

- ☐ The common answers here will center around the proverbial

"What are your strengths and weaknesses?" and "What makes you the best candidate for the job?" Encourage students to ask more open-ended questions that allow them the flexibility to showcase those strengths and minimize the weaknesses.

- 21  **Using the four facets of the hospitality industry (travel, lodging, foodservice, and recreation), differentiate between the method of service offered to customers. Use specific examples.**
☐ **Student answers will vary according to specific type of service they choose from each facet.**
- 22  **Compare and contrast your ideal weekly work schedule with that of a typical manager in the hospitality field. Where are the main differences and how does the hospitality industry justify the differences?**
☐ **Most students will note their perfect schedule as Monday-Friday 9 AM-5 PM with weekends and holidays off. The reality of a 60-70 hour work week and holidays being the busiest days is not the most appealing schedule for young people. The rationale that the service the hospitality industry offers best is convenience and convenience to the customer does not always mean convenience to the provider.**
- 23  **You are a service leader for a national airline preparing to leave on a transcontinental flight from Atlanta to Los Angeles. List the "moments of truth" your customer will encounter from the time they arrive at the terminal to the time they land in LA.**
☐ **The list will vary from student to student, depending on their perspective. Some lists will be all inclusive and some will be more limited to the moments that they more passionate about. Stress the importance of every nuance of the service experience.**
- 24  **Using the four facets of the hospitality industry (travel, lodging, foodservice, and recreation), differentiate between the method of service offered to customers. Use specific examples.**
☐ **Student answers will vary according to specific type of service they choose from each facet.**