

Exam

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) One of the most important in-room amenities that enables guest satisfaction is 1) _____
- A) air conditioning
 - B) internet
 - C) remote control
 - D) mini-bar
 - E) TV

Answer: B

- 2) Since its introduction, the pineapple has been internationally recognized as 2) _____
- A) a widely used vegetable in the southwest
 - B) non-nutritional
 - C) a symbol of danger
 - D) a symbol of hospitality

Answer: D

- 3) Key to being successful in the hospitality industry is 3) _____
- A) knowing how to cook
 - B) being service oriented
 - C) bartending skills
 - D) waiting tables

Answer: B

- 4) Intangible means 4) _____
- A) A souvenir purchased as a gift
 - B) Something the guest uses but does not possess
 - C) assets of the business
 - D) physical property

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Answer: B

- 5) In the hospitality industry the concept of perishability means 5) _____
- A) an unsold airline seat, hotel room or empty restaurant table
 - B) it cannot be measured
 - C) spoiled food that must be discarded
 - D) it is intangible

Answer: A

- 6) Inseparability refers to 6) _____
- A) the fact that production and consumption occur simultaneously
 - B) hospitality products are tangible
 - C) hospitality products being inherently heterogeneous
 - D) the fact that production and consumption occur independently

Answer: A

- 7) Each of the following is a characteristic of the Hospitality Industry EXCEPT: 7) _____
- A) characterized by shift work
 - B) no such thing as business hours
 - C) product is intangible and perishable
 - D) the service product and the guest are separate

Answer: D

- 8) Guest calls for reservations and a guest welcome are both examples of what? 8) _____
- A) Moments of Reason
 - B) Moments of Fact
 - C) Moments of Reality
 - D) Moments of Truth

Answer: D

- 9) Anyone who receives or benefits from the output of someone's work is 9) _____
- A) a vendor
 - B) a guest
 - C) an employee
 - D) internal guest

Answer: B

- 10) Internal customers are 10) _____
- A) the employees
 - B) hotel guests
 - C) restaurant dining room customers
 - D) loyal customers who return often

Answer: A

- 11) Quality guest service requires that we 11) _____
- A) increase service advertising
 - B) Focus on food quality
 - C) prioritize our profit motive
 - D) understand our guest's needs

Answer: D

- 12) Which of the following would NOT be a moment of truth? 12) _____
- A) your car will not start when it is time to go to the restaurant
 - B) hostess greets you and asks you to wait
 - C) server takes your order
 - D) calling a restaurant for a reservation

Answer: A

- 13) Empowerment is 13) _____
- A) a feeling of partnership in which employees feel responsible for their jobs and have a stake in the organization's success
 - B) allowing all employees to make any decision they want
 - C) delegated to management only
 - D) a process that eliminates the need for management

Answer: A

- 14) The central focus in hospitality is 14) _____
- A) provide a profit
 - B) guest service
 - C) communication
 - D) attitude

Answer: B

- 15) TQM focuses on 15) _____
- A) error prevention
 - B) profit
 - C) error detection
 - D) guest's needs

Answer: A

- 16) Recruiters are looking for _____
A) well-rounded candidates B) service-oriented people
C) honesty D) creativity
Answer: B

- 17) The concept of protecting the natural resources of the planet while achieving corporate profitability _____
A) productivity B) sustainability
C) perishability D) operational values
Answer: B

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 18) 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.

Answer: Student answers will vary according to specific type of service they choose from each facet.

- 19) 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.

Answer: 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 workweek 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, yet convenience to the guest does not always mean convenience to the provider.

- 20) 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.

Answer: 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.

- 21) Using the concept of "sustainability," describe at least three goals your hotel may target that will help to ensure a healthy and protected local environment and also achieve economic prosperity.

Answer: The student should focus their answer on water conservation, solid waste management, alternative power, and reduction of energy. They should discuss the effectiveness of a cost effective program versus a sustained profitability. Students should also include a discussion about how the program may enable guest loyalty.

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

Answer: 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.

23) 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?

Answer: 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.

24) 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.

Answer: 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.