HOSPITALITY MANAGEMENT

1. The most humane form of workforce reduction is:
   a. layoff
   b. early retirement
   c. attrition
   d. termination

2. Expositions also have been called:
   a. conventions
   b. workshops
   c. trade shows
   d. meetings

3. _______ is a service organization within the visitor industry that offers a host of programs and services to meet clients’ needs.
   a. Convention and visitors bureau
   b. Convention and exposition
   c. Destination management company
   d. Familiarization trip

4. Sustainable tourism:
   a. has no effect on society
   b. causes a decline in tourism
   c. places a broad-based obligation on society
   d. is synonymous with recreational tourism

5. Individuals responsible for providing all of the services needed to run the facilities for a trade show are known as:
   a. event planners
   b. service contractors
   c. convention and visitor bureaus
   d. meeting planners

6. The so-called _______ liability feature of the law can place the restaurant at fault for serving too much alcohol to customers.
   a. third-party
   b. first-party
   c. unlimited
   d. second-party

7. When Kentucky Fried Chicken Company decided on brand names, packaging designs, sizes or orders, and flavors of sauces and recipes, it is controlling which element of marketing mix?
   a. price
   b. distribution
   c. product
   d. promotion
8. The most important part of a restaurant concept is:
   a. atmosphere
   b. decor
   c. menu
   d. wine list

9. The primary difference between gaming and gambling is:
   a. gaming is continuing to grow in market share
   b. gambling is only part of the total gaming package
   c. the two concepts are mutually exclusive
   d. gambling is enticing to addictive personalities

10. Customer service, including customer recognition, is important for all restaurants, but particularly so for:
    a. coffee shops
    b. dinner houses
    c. luxury restaurants
    d. ice cream parlors
HOSPITALITY MANAGEMENT ANSWER KEY

1. C
2. C
3. C
4. C
5. B
6. A
7. C
8. C
9. B
10. B