

Hospitality Management

- 1) ___ is the balance of product, price, promotion, and distribution.
- Marketing mix
 - Product line
 - Amenities
 - Equilibrium

Competency: Hospitality Marketing concepts

- 2) ___ is where a business stands in relation to other similar businesses.
- Market share
 - Market position
 - Mission
 - Target objective

Competency: Hospitality Marketing concepts

- 3) What is advertising?
- an event presented to inform prospective customers about a company
 - an article in a newspaper describing the grand opening of a restaurant
 - an activity sponsored or supported by a company to enhance its image
 - a paid presentation, with an identifiable sponsor, for a product or service

Competency: Hospitality Marketing concepts

- 4) ___ travel involves traveling within the United States.
- Interstate
 - Domestic
 - International
 - Global

Competency: Types of Hospitality markets and customers

- 5) Limited-service facilities are:
- a. often the site of extended stays
 - b. the oldest form of lodging in the United States
 - c. rarely able to employ a sufficient number of workers
 - d. not in competition with full-service hotels for meeting facilities

Competency: Types of Hospitality markets and customers

- 6) Niche marketing involves which one of the following?
- a. international travel to multiple locations
 - b. avoiding complaints of discrimination
 - c. focusing on the widest possible population
 - d. concentrating on a smaller, uniquely defined group of people

Competency: Types of Hospitality markets and customers

- 7) Which one of the following is **not** the responsibility of the engineering department?
- a. keeping air conditioning ducts clean
 - b. monitoring the amount of towels and linens necessary to stock the hotel
 - c. maintaining electrical appliances in the kitchen and guest rooms
 - d. maintaining and repairing wiring

Competency: Hospitality operation and management functions

- 8) Food and beverage retail management systems do **not** include:
- a. purchasing inventory
 - b. sales and catering
 - c. associated entertainment costs
 - d. time, attendance, and labor scheduling

Competency: Hospitality operation and management functions

9) Perishability and fixed capacity affect:

- a. product size
- b. product life span
- c. product heterogeneity
- d. product availability

Competency: Hospitality operation and management functions

10) The sales forecast for a hotel supply business is used to:

- a. schedule production
- b. evaluate employee performance
- c. select an appropriate brand name
- d. invest in the best capital goods

Competency: Hotel sales process

ANSWER KEY

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