Hospitality Management

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

   **Competency:** Hospitality Marketing concepts

2) ____ is where a business stands in relation to other similar businesses.
   a. Market share
   b. Market position
   c. Mission
   d. Target objective

   **Competency:** Hospitality Marketing concepts

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

   **Competency:** Hospitality Marketing concepts

4) _____ travel involves traveling within the United States.
   a. Interstate
   b. Domestic
   c. International
   d. 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