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) remote control
   B) mini-bar
   C) TV
   D) internet
   E) air conditioning
  Answer: D

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

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

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

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

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

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 Truth           D) Moments of Reality
    Answer: C

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

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

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

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

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

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) profit                 B) guest's needs
    C) error prevention          D) error detection
    Answer: C

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

Answer: C

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

Answer: A

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.