

- 1 ☐ ☐ ☐ Which company has the motto, "Ladies and gentlemen taking care of ladies and gentlemen"?
  - Ritz- Carlton (*True Answer*)Correct
  - Marriott Incorrect
  - Hyatt Incorrect
  - Holiday Inn Incorrect

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- 2 ☐ ☐ ☐ Since it's introduction, the pineapple has been internationally recognized as:
  - non-nutritional Incorrect
  - a widely used vegetable in the South Incorrect
  - a symbol of hospitality, friendliness, warmth and cheer (*True Answer*)Correct
  - a gift from sea captains to yacht passengers Incorrect

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- 3 ☐ ☐ ☐ The hospitality and tourism industry is:
  - a field that offers few opportunities for advancement Incorrect
  - the largest and fastest growing industry in the world (*True Answer*)Correct
  - limited in scope Incorrect
  - only found in large cities Incorrect

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- 4 ☐ ☐ ☐ The interrelated nature of hospitality and tourism means that:
  - one must know all the areas of the industry in order to work in it Incorrect
  - a person must like to travel in order to be a successful cook Incorrect
  - all scopes under the umbrella of the industry have an effect on each other (*True Answer*)Correct
  - advancement is not possible Incorrect

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- 5 ☐ ☐ ☐ Which of the following is not part of the hospitality umbrella:
  - trucking (*True Answer*)Correct
  - lodging Incorrect
  - recreation Incorrect
  - travel Incorrect

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- 6 ☐ ☐ ☐ In the hospitality industry, perishability means:
  - spoiled food that must be discarded Incorrect
  - an unsold airline seat, hotel room, or empty restaurant

table (*True Answer*)Correct

- is intangible so there is no need to worry about it Incorrect
  - cannot be measured Incorrect
- 

7 ■ — Based on data from the U.S. Census Bureau, graduates  
■ — with a bachelor's degree can earn approximately  
\_\_\_\_\_ million over a lifetime.

- \$1.2 Incorrect
  - \$1.6 Incorrect
  - \$2.1 (*True Answer*)Correct
  - \$2.5 Incorrect
- 

8 ■ — A commitment to excellence should begin:  
■ —  
■ —

- after graduation from school Incorrect
  - once a person becomes a manager Incorrect
  - only when someone owns a business Incorrect
  - at the beginning of ones hospitality career (*True Answer*)Correct
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9 ■ — Great service:  
■ —  
■ —

- Can result in repeat business (*True Answer*)Correct
  - is very simple to achieve Incorrect
  - happens in all hospitality industry Incorrect
  - is not expected by most guests Incorrect
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10 ■ — Based on the book "At America's Service," which of the  
■ — following is not one of the seven deadly sins of service:

- Apathy Incorrect
  - Cheerfulness (*True Answer*)Correct
  - Coldness Incorrect
  - Runaround Incorrect
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11 ■ — Approximately what percentage of many countries  
■ — economies are engaged in service industries?

- 85% Incorrect
  - 30% Incorrect
  - 70% (*True Answer*)Correct
  - 100% Incorrect
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12 ■ — A guest is anyone who:  
■ —  
■ —

- receives or benefits from the output of someone's work (*True Answer*)Correct

- stays at a lodging property for more than one night Incorrect
  - is willing to pay for a product Incorrect
  - works in the back of the house Incorrect
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13 ■ — In the book, "Service America" there are two basic  
■ — kinds of service. They are "Help me" and

- \_\_\_\_\_.
- Serve me Incorrect
  - Talk to me Incorrect
  - Fix it (*True Answer*) Correct
  - Ignore it Incorrect
- 

14 ■ — Internal customers are:  
■ —

- those who have checked into the hotel Incorrect
  - those who have been seated in a restaurant dining room Incorrect
  - loyal customers who return frequently Incorrect
  - the people inside any company who receive or benefit from the output of work done by other in the company (*True Answer*) Correct
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15 ■ — Guest loyalty is:  
■ —

- keeping guests happy and returning as guests (*True Answer*) Correct
  - putting regular customers before new customers Incorrect
  - over booking reservations for regular customers and putting them first Incorrect
  - not important if you have great food or clean rooms Incorrect
- 

16 ■ — Moments of truth are:  
■ —

- times when you hope things will work out well Incorrect
  - guest encounters (*True Answer*) Correct
  - times when a business is short staffed and barely makes it through a shift Incorrect
  - not important in the hospitality industry Incorrect
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17 ■ — Which of the following would not be a moment of truth?  
■ —

- Calling a restaurant for a reservation Incorrect
- Server taking your order Incorrect

- Your car not starting when it is time to leave for a meeting (*True Answer*)Correct
  - Guest calling for directions while trying to find the restaurant Incorrect
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- 18 ■ — The Ritz- Carlton Hotel Company, under the leadership  
■ — of Horst Schulze received which prestigious award for  
■ — quality in both 1992 and 1999?
- The American Hotel Association Award for Quality Lodging Incorrect
  - Six Sigma Award Incorrect
  - The Malcolm Baldrige National Quality Award (*True Answer*)Correct
  - The National Restaurant Association Guest Quality Award Incorrect
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- 19 ■ — Perfecting service includes:  
■ —

- having effective leaders who make things happen Incorrect
  - having the knowledge, skills, and attitude required to get the most out of people Incorrect
  - attending programs to enhance professional development Incorrect
  - all of these are examples of perfecting service (*True Answer*)Correct
- 

- 20 ■ — According to the National Restaurant Association, when  
■ — implementing change it is important to do all of the  
■ — following except:
- State the purpose of the change Incorrect
  - Require all employees to immediately adapt to the change- no questions asked (*True Answer*)Correct
  - Involve all employees in the process Incorrect
  - Monitor, update, and follow up Incorrect
- 

- 21 ■ — TQM or Total Quality Management is:  
■ —

- impossible to implement in the hospitality industry Incorrect
  - best used in a manufacturing environment Incorrect
  - can only be used in back of the house departments Incorrect
  - a continuous process that works best when managers are also good leaders (*True Answer*)Correct
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- 22 ■ ■ ■ — The difference between TQM (total quality management) and QC (quality control) is:
- TQM focuses on error detection while QC focuses on error prevention Incorrect
  - TQM focuses on retention of employees while QC focuses on error detection Incorrect
  - TQM focuses on error prevention while QC focuses on error detection (*True Answer*)Correct
  - TQM focuses on job skills while QC focuses on job performance Incorrect
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- 23 ■ ■ ■ — Empowerment is:
- a feeling of partnership in which employees feel responsible for their jobs and have a stake in the success of the organization (*True Answer*)Correct
  - allowing all employees to make any decision they want Incorrect
  - a process that eliminates the need for management Incorrect
  - too risky for the hospitality industry Incorrect
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- 24 ■ ■ ■ — In order to empower employees, managers should do all of the following except:
- Take risks and delegate Incorrect
  - Share information and foster a learning environment Incorrect
  - Involve employees Incorrect
  - Belittle employees for making poor decisions (*True Answer*)Correct
- 

- 25 ■ ■ ■ — With operations in more than 150 countries, \_\_\_\_\_ is one of the largest privately held corporations in the United States and a leader in providing hospitality management, franchising, and direct-to-consumer services.
- Lettuce Entertain You Incorrect
  - Carlson Companies (*True Answer*)Correct
  - Disney Incorrect
  - Marriott Incorrect
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- 26 ■ ■ ■ — All of the following are key elements of Disney's guest service except:
- providing free parking (*True Answer*)Correct
  - training leaders to become coaches Incorrect
  - measuring guest satisfaction Incorrect

- communicating the traditions and standards of service to all cast members Incorrect
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- 27 ☐ ☐ ☐ ☐ — Disney recognizes that rewarding employees is not a one size fits all system, which of the following is not a way in which Disney employees might be rewarded and/or recognized?
- Recognition of years of service through pins, statuettes and a special dinner Incorrect
  - Hosting special social events for cast members and their families Incorrect
  - Management hosts a family Christmas party for cast members after hours Incorrect
  - Employees pay full-price for parking and access to each of the theme parks (*True Answer*)Correct
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- 28 ☐ ☐ ☐ ☐ — Ethics is:
- not about personal value systems Incorrect
  - a set of moral principles and values used to answer questions about right and wrong (*True Answer*)Correct
  - not important in the service industry Incorrect
  - only a management concern Incorrect
- 

- 29 ☐ ☐ ☐ ☐ — Which of the following could be considered unethical?
- Seeking a fair and honest profit. Incorrect
  - Working to protect the environment by recycling when no process exists Incorrect
  - Publishing work performance standards Incorrect
  - Accepting a \$1000 gift from a purveyor for continuing to use their services. (*True Answer*)Correct
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- 30 ☐ ☐ ☐ ☐ — Etiquette is about:
- how we behave in a given setting (*True Answer*)Correct
  - setting and achieving career goals Incorrect
  - how we react during a stressful interview Incorrect
  - how we handle guests who are upset Incorrect
- 

31 Matching

- 
-

32 ☐ The \_\_\_\_\_ is a symbol of welcome, friendship and hospitality.

- pineapple (*True Answer*)
  - \*
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33 ☐ The \_\_\_\_\_ forecasts a need for thousands of supervisors and managers for the hospitality industry.

- National Restaurant Association (*True Answer*)
  - \*
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34 ☐ The hospitality industry is unique because of its \_\_\_\_\_ of product and consumption of service and the perishability of the product.

- inseparability (*True Answer*)
  - \*
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35 ☐ The scope of the hospitality and tourism industry is broad and includes the following interrelated areas: travel, \_\_\_\_\_, assembly and event management, \_\_\_\_\_, and recreation.

- lodging, restaurants and managed services
- 

36 ☐ The \_\_\_\_\_ are the people who work inside the company and receive or benefit from the output of work done by others in the company.

- internal customer (*True Answer*)
  - \*
- 

37 ☐ \_\_\_\_\_ keeps guests happy and creates repeat business, which is less expensive than attracting new guests.

- Guest loyalty (*True Answer*)
  - \*
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38 ☐ A housekeeper cleaning a room, a server taking an order or an event planner answering the phone are all examples of a \_\_\_\_\_.

- moment of truth (*True Answer*)
  - \*
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39 ☐ An employee serving a guest works in the \_\_\_\_\_.

- front of the house (*True Answer*)
  - \*
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40 ☐ The Malcolm Baldrige National Quality Award is the \_\_\_\_\_ level of national recognition a company can

receive.

- highest (*True Answer*)
- \*

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41 ☐ \_\_\_\_\_ is a participatory process that provides and opportunity for employees of all levels to work in groups to establish guest service expectations and determine the best way to meet or exceed guest expectations.

- Total Quality Management (*True Answer*)
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42 ☐ A feeling of partnership in which employees feel responsible for their jobs and that they have a stake in the success of the organization is known as \_\_\_\_\_.

- empowerment (*True Answer*)
- \*

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43 ☐ \_\_\_\_\_ are a set of moral principles and values that people use to answer questions about what is right or wrong.

- Ethics (*True Answer*)
- \*

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44 ☐ "We create happiness" is the mission statement of \_\_\_\_\_ corporation.

- Disney (*True Answer*)
- \*

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45 ☐ Disney \_\_\_\_\_ is a program designed for Disney managers to become acculturated and learn the Disney way.

- University (*True Answer*)
- \*

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46 ☐ A \_\_\_\_\_ is the career progression available in each segment of the hospitality industry.

- career path (*True Answer*)
- \*

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47 ☐ List five trends that have an impact on the hospitality industry and provide an example of what the impact is.


- *Answers will vary.*

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48 ☐ In your own words, describe what service spirit means to you




- *Answers will vary.*
- 

49  **List three ways in which the back of the house serves the front of the house to meet guest needs and expectations.**

- *Answers will vary.*
- 

50  **You are the manager of a dining room; what would you do to create guest loyalty and repeat business?**

- *Answers will vary.*
- 

51  **Identify five moments of truth and what you would do to make them positive.**

- *Answers will vary.*