

المعدل : (٢٠)  
المدة : ٤٥ دقيقة

الاختصاص والرمز : الإدارة الفندقية (٢٣٩٠٤)  
المادة : التسويق الفندقي  
المستندات المسموح بها : لا شيء

**Circle the correct answer: (1 point/correct answer)**

1. \_\_\_\_\_ is **NOT** considered an intermediary in the hospitality and travel industry.
  - a. Travel agent
  - b. Tour operator
  - c. Hotel salesperson
  - d. Meeting planner
2. The type of intermediary that is responsible for promoting the long-term development of a destination is:
  - a. Destination Management Criteria.
  - b. Tour wholesalers and operators.
  - c. Travel agents.
  - d. Destination Marketing Organizations.
3. \_\_\_\_\_ is a channel width strategy that is **NOT** employed by firms.
  - a. Exclusive distribution
  - b. Incentive distribution
  - c. Selective distribution
  - d. Intensive distribution
4. Selling focuses mainly on \_\_\_\_\_.
  - a. the firm's desire to sell products for revenue
  - b. the needs of the consumer
  - c. keeping the customer
  - d. none of the above
5. Comparing Goods and Services, Services have the following characteristic(s):
  - a. No ownership by customers.
  - b. Service products are intangible performers.
  - c. Greater involvement of customers in the production process.
  - d. All of the above
6. \_\_\_\_\_ involves copying a new product or service before it can have a large impact in the market.
  - a. Imitative strategy
  - b. Defensive strategy
  - c. Responsive strategy
  - d. Proactive strategy
7. Advertising and promotion are elements of the \_\_\_\_\_.
  - a. product-service mix
  - b. communication mix
  - c. presentation mix
  - d. distribution mix
8. Changes in the profile of residents within a city or given geographic area represent the \_\_\_\_\_ trend.
  - a. economic
  - b. political
  - c. social
  - d. technological
9. The practice of overbooking in hotels can be best attributed to which of the following service characteristics?
  - a. The absence of inventories.
  - b. The great involvement of customers in the production process.
  - c. The relative importance of time factor.
  - d. The nature of service distribution channels.
10. Which of the following is the most straightforward method for evaluating customer satisfaction?
  - a. Surveys and comment cards.
  - b. Shopping reports.
  - c. Spoken comments and complaints.
  - d. Trends in sales and market share.

11. Which of the following is an example of organizational buying in the travel industry?
- Hotel salespeople selling to meeting planners.
  - Tour operators selling to travel agents.
  - A rental car agent renting a car to a family on vacation.
  - (a) and (b) only.
12. A pattern of behavior associated with a specific position within a social setting is \_\_\_\_\_.
- a social force
  - an attitude
  - a role
  - none of the above
13. \_\_\_\_\_ is **NOT** one of the criteria for effective market segmentation.
- Substantiality
  - Measurability
  - Marketability
  - Accessibility
14. AIO statements are used in \_\_\_\_\_.
- geographic segmentation
  - demographic segmentation
  - psychographic segmentation
  - behavioral segmentation
15. When a firm develops one product-service mix that is sold to all potential customers, the strategy used is \_\_\_\_\_.
- a mass-market strategy
  - a differentiated strategy
  - a concentrated strategy
  - all of the above
16. The addition of the 'Business Select' class to the existing economy class in Southwest Airlines is an example of \_\_\_\_\_.
- mass marketing strategy
  - differentiated strategy
  - concentrated strategy
  - none of the above
17. \_\_\_\_\_ would be considered a proactive strategy for developing new products.
- Acquisition
  - Imitative
  - Responsive
  - All of the above
18. \_\_\_\_\_ are good sources for new product ideas.
- Employees and customers
  - Research and development teams
  - Competitors
  - All of the above
19. Which of the following is the most expensive stage in the new product development process?
- Market introduction.
  - Product screening.
  - Concept testing.
  - Business analysis and test marketing.
20. Effective branding is characterized by \_\_\_\_\_.
- its ease to pronounce
  - describes the benefits of the product or service
  - that it can be translated into foreign languages
  - all of the above

**Circle the correct answer: (1 point/correct answer)**

1. Which of the following characteristics is displayed by the cost orientation approach to business?
  - a. Lower percentage of fixed costs, but a higher percentage of variable costs.
  - b. Costs vary with changes in volume of the business's sales.
  - c. Greater reliance on decreases in costs rather than increases in sales.
  - d. Relatively unstable market demand for the product.
2. Which of the following aspects of managing the meal experience is *false*?
  - a. Services cannot be examined in advance.
  - b. Services are highly perishable and cannot be stored.
  - c. Standards can be controlled.
  - d. It is difficult to ensure uniformity.
3. Whether \_\_\_\_\_ does not influence the choice of food and drink available to people eating away from home.
  - a. the menu is limited or extensive,
  - b. the food product is sourced locally,
  - c. the operation revolves around a particular product (e.g. steak or pizza),
  - d. there is a varied choice,
4. \_\_\_\_\_ is the most important feature of a food service facility.
  - a. Service
  - b. Atmosphere
  - c. Location
  - d. Portion Size
5. Which of the following is NOT included in F&B control?
  - a. Cash and credit control.
  - b. Maintenance of all costs in line with budget guidelines.
  - c. Achieving staffing levels.
  - d. Maintenance of up-to-date menu costing and pricing.
6. Marketing Policies for Fine Dining restaurants doesn't include the following:
  - a. Clearly identify their market and target their advertising and merchandising campaigns.
  - b. Have high average spending power (ASP) which must be reflected.
  - c. Characterized by need for a high: capital outlay, percentage of fixed costs, dependence on market and demand for a product that is stable.
  - d. Highly-market oriented.
7. In regard to the financial implications of sandwich bars, which of the following is false?
  - a. High turnovers and very low fixed costs.
  - b. Extra income from hot/cold beverages.
  - c. Goods and product have a long shelf-life.
  - d. Food cost percentage is around 20-30%.
8. In regard to fast food operations, which of the following is false?
  - a. Offer a limited menu.
  - b. Operation tends to focus on one primary product.
  - c. Relatively high ASP.
  - d. Low ratio of staff to customers.
9. In regard to the product and service styles of coffee houses, which of the following is false?
  - a. Typically a variety of beverage types and products are made using a variety of coffee beans.
  - b. May feature 10-15 types of coffee and other hot beverages.
  - c. May sell their own brand of beans for home consumption.
  - d. Counter service is normal, but some offer table service.
10. \_\_\_\_\_ often have their own newsletters or magazines where they advertise to their customers.
  - a. Fine dining restaurants
  - b. Private clubs
  - c. Dining rooms
  - d. Bars, nightclubs, and pubs

11. \_\_\_\_\_ is not one of the three common types of contracts often found between caterers and sport venue operators.
- Performance guarantee
  - Percentage of profit
  - Total Risk
  - Profit and loss concession
12. Which of the following is not a type of service on trains?
- Restaurant Car.
  - Silver Service.
  - Trolley Service.
  - Buffet Car or Self-Service.
13. \_\_\_\_\_ is a travel sector that is the main rival to rail.
- Automobile
  - Ferry boats
  - Low cost airlines
  - Bus/Motorcoach
14. Regarding technology in sport venue catering, the following is not an important consideration:
- Large stadium may have in excess of 500 selling points.
  - Large volume food production and holding technologies are required.
  - Beverage dispensing systems must service large amounts quickly.
  - Fluctuation of events and sizes.
15. Weddings, dinner dances, and conferences are all examples of \_\_\_\_\_.
- industrial catering
  - banquet and function catering
  - leisure venue catering
  - sport venue catering
16. Which of the following is not a concept of Take-away/Take-out?
- Products are individually made to order.
  - Limited basic menu.
  - Aim to achieve increased volume in sales with low-to-medium-priced foods.
  - Time between customers placing and receiving order aims to be faster than any other method at 30 seconds.
17. After reading the menu James decided to order a dinner. He chooses three courses and for each course he has a restricted range of dishes to select from. There is also a fixed selling price for this menu. James is most likely ordering from a/an \_\_\_\_\_.
- à la Carte menu
  - table d'hôte menu
  - Take-Away menu
  - cyclical menu
18. When managers are reengineering a menu, they are most likely to make which of the following changes?
- Re-price stars.
  - Remove puzzles.
  - Reposition dogs.
  - Keep stars.
19. Which of the following is not a consideration in menu planning?
- Needs and desires of patrons.
  - Capability of the cooks/chefs.
  - Equipment capacity and layout.
  - Capability of the servers.
20. Items with high profits and high popularity levels are referred to as \_\_\_\_\_.
- Stars
  - Plow horses
  - Puzzles
  - Dogs

Circle the correct answer: (1 point/correct answer)

1. Sylvia Pennypincher checks into room 207 for a one-night stay. Early the next morning, Pennypincher leaves the hotel without paying her bill. When checking the 4 P.M. housekeeping report, the front desk finds room 207 listed as vacant and ready for sale and realizes that the guest was a:
  - a. Due out.
  - b. Sleeper.
  - c. Skipper.
  - d. Sleep out.
2. The average length of stay of guests at the Ultra Resort is six days. To avoid losing revenue from no shows during peak season, the resort requires guests to pay room charges in full before their day of arrival. This type of reservation is best described as a/an \_\_\_\_\_ reservation.
  - a. advance deposit
  - b. prepayment
  - c. MCO
  - d. corporate
3. The Always-Booked Hotel sent Ms. Garcia a no-show bill for room and tax charges. Upon receiving the bill, she called the hotel and was able to have the bill canceled because she proved to have a:
  - a. Confirmation number.
  - b. Credit card guaranteed reservation.
  - c. Travel agent guaranteed reservation.
  - d. Non-guaranteed reservation.
4. Guests are likely to have a no-post status in the hotel's sales outlets when their method of payment at check-in is:
  - a. Cash.
  - b. VISA.
  - c. MasterCard.
  - d. American Express.
5. Which of the following is issued by credit card companies to hotels in order to assure that a guest's credit card is valid?
  - a. Status code.
  - b. Denial number.
  - c. Transaction code.
  - d. Autorisation code.
6. A summary grouping of accounts is called a (n):
  - a. Folio.
  - b. Account balance.
  - c. Ledger.
  - d. Invoice.
7. Mr. Vaughn used the express check-out service during his stay at the Boston Marquee Hotel. When he received his credit card bill, the amount charged to his account was greater than the total recorded on his express check-out folio. This was probably due to \_\_\_\_\_.
  - a. paid-outs
  - b. double billing
  - c. late charges
  - d. accounting errors
8. In most instances, the information needed for a guest history record can be gathered from \_\_\_\_\_.
  - a. the guest's registration card and folio
  - b. a questionnaire sent to past guests
  - c. the front desk agent's observations at check-out
  - d. the front office log book and relevant group résumés
9. A communication problem between housekeeping and the front office can be the reason of a/an \_\_\_\_\_.
  - a. lock-out situations
  - b. late check-outs
  - c. on-change rooms
  - d. room status discrepancies
10. The first step in a typical night auditor routine is to \_\_\_\_\_.
  - a. verify all room rates
  - b. post room and tax charges
  - c. balance all departments
  - d. post outstanding guest charges

11. The rate for any given room may also vary, according to \_\_\_\_\_.  
a. the day of the week  
b. the season and seasonal demand  
c. the customer  
d. all of the above
12. Sabre, Apollo, Galileo, World span and Amadeus are \_\_\_\_\_.  
a. GDS  
b. travel agencies  
c. CRS  
d. (a) and (b)
13. Chance guests are \_\_\_\_\_.  
a. lucky guests  
b. repeated guests  
c. walk-in guests  
d. none of the above
14. Which of the below positions is not a member of the front office department?  
a. Porter  
b. Uniformed services  
c. Enquiries supervisor  
d. All of the above are members of the Front office department
15. A person may be blacklisted or refused by the services of the hotel if \_\_\_\_\_.  
a. he has previously stayed at the hotel and paid the bill.  
b. he has previously stayed at the hotel and behaved in a desirable way  
c. he has been suspected of illegal behavior while in the hotel  
d. None of the above
16. Which of the below is not considered VIP guests?  
a. Celebrities.  
b. Guests booked into the very expensive rooms or suites of the hotel.  
c. Honeymoon.  
d. Travel agents and tour company staff.
17. At the Burnt Tree Hotel, meals are priced separately from guestroom charges. This arrangement is called the \_\_\_\_\_ Plan.  
a. American  
b. modified American  
c. European  
d. Asian
18. The Roadside Inn is an 80-room motel with only one or two front desk agents on duty at any time. To ensure that no single employee is wholly responsible for accounting for all phases of a transaction, room and room tax charges should be posted by the \_\_\_\_\_.  
a. General Manager  
b. day shift desk agent  
c. accounts receivable clerk  
d. night auditor
19. A 200 room's hotel has 100 rooms occupied tonight with an Average Daily Rate of 100\$. Its RevPAR \_\_\_\_\_.  
a. is 100\$  
b. is 75\$  
c. is 50\$  
d. cannot be calculated
20. A 200 room's hotel made 2000\$ as gross operating profit in one day. What is his GOPPAR for this day?  
a. 20\$.  
b. 10\$.  
c. 100\$.  
d. Cannot be calculated.



**Circle the correct answer: (1 point/correct answer)**

1. To boil means to cook in a liquid that is bubbling rapid rapidly, water boils at \_\_\_\_\_.
  - a. 100°C
  - b. 80°C
  - c. 70°C
2. To poach means to cook in a \_\_\_\_\_.
  - a. liquid
  - b. wine
  - c. pepsi
3. Dry-heat methods are those in which the \_\_\_\_\_ is conducted without moisture.
  - a. poach
  - b. heat
  - c. boil
4. Fats are present in \_\_\_\_\_.
  - a. meat
  - b. poultry
  - c. all of the above
5. To \_\_\_\_\_ means to cook with dry heat created by the burning of hardwood or by the hot coals of this wood.
  - a. boil
  - b. simmer
  - c. barbecue
6. \_\_\_\_\_ cutting boards are the most sanitary.
  - a. Plastic
  - b. Wood
  - c. Metal
7. Meat is basted during roasting to \_\_\_\_\_.
  - a. tenderize the meat
  - b. speed up the cooking process
  - c. prevent it from drying out
8. \_\_\_\_\_ is/are chemical leavener(s) that release(s) gases produced by chemical reactions.
  - a. Baking soda
  - b. Baking powder
  - c. All of the above
9. Béchamel is composed from:
  - a. Roux, milk, salt, white pepper and nutmeg.
  - b. Roux, water, salt, white pepper and nutmeg.
  - c. Demi-glace, water, salt, white pepper and nutmeg.
10. Supreme sauce is composed from:
  - a. Velouté, cream, lemon juice, mushroom, salt and pepper.
  - b. Roux, cream, lemon juice, mushroom, salt and pepper.
  - c. Roux, cream, lemon juice and mushroom.
11. \_\_\_\_\_ means plunging food into hot oil, at a temperature of 180 – 200 °C.
  - a. Deep-frying
  - b. Cooking in a microwave
  - c. Simmering

12. The effect of heat on proteins is called \_\_\_\_\_.

- a. mise en place
- b. danger zone
- c. coagulation

13. Salmonella bacteria are found in \_\_\_\_\_.

- a. chicken
- b. meat
- c. vegetables

14. Marbling means inserting \_\_\_\_\_.

- a. fat in meat
- b. fat in water
- c. fat in vegetables

15. Mise en place means \_\_\_\_\_.

- a. carrying over cooking
- b. preliminary preparation
- c. aging meat

16. Breadding is composed from \_\_\_\_\_.

- a. flour, eggs and crumbs
- b. flour, water and bread
- c. flour and salt

17. Veal velouté is composed from \_\_\_\_\_.

- a. roux and veal stock veal
- b. roux and water
- c. roux and demi-glace

18. \_\_\_\_\_ means to briefly dip food in boiling water for few minutes and immediately plunge into iced water helps loosen the skins on foods.

- a. Papilotte
- b. Blanchir
- c. Braising

19. \_\_\_\_\_ are small cubes of bread, toasted or fried used as an addition to salads or as a garnish to soups.

- a. Ails
- b. Olives
- c. Croutons

20. When making mayonnaise, one of the precautions that we should take care of for good emulsion formation is to add \_\_\_\_\_.

- a. the oil very slowly
- b. water
- c. salt