

# Hospitality Services

100 Sample Assessment Questions

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## 25 Recall/Reproduction Assessment Questions

1. There are four main duties that managers are responsible for performing. Which one of the following is not one of those four?
  - a. Planning
  - b. Contracting
  - c. Leading
  - d. Organizing
2. Room rates are determined not only by the costs but also many other factors. Which is not a factor that affects room rate?
  - a. Time of year
  - b. Room type
  - c. Amenities in the room
  - d. Discounts
  - e. Room height
  - f. Day of the week
  - g. Group rate
  - h. Demand
3. Sales and Marketing departments in the hospitality industry strive to create products that customers want and need. Technology has brought about data mining. What is the best definition of data mining?
  - a. Buying data from marketing companies to increase business
  - b. Using computers and databases of information to analyze guest (and other) related data to make better marketing decisions
  - c. Finding information from the internet to increase customer usage of products and services
  - d. None of the above
4. In Texas, most agree that the best refrigerator temperatures should be at \_\_\_\_\_ and freezer temperatures should be at \_\_\_\_\_.
  - a. 32° F; 5° F
  - b. 40° F; 0° F
  - c. 38° F; -5° F
  - d. 45° F; -10° F
5. A system or process of assuring food safety by setting up operating procedures and control points to ensure the proper handling of food from delivery acceptance to consumer service is known as:
  - a. Food and Drug Analysis (FDA)
  - b. Consumer Safety; and Protection Analysis (CSPA)
  - c. Hazard Analysis Critical Control Points (HACCP)
  - d. Analysis of Culinary Food Control Points (ACFCP)
6. Methods of retaining employees are \_\_\_\_\_ and \_\_\_\_\_.
  - a. empowerment, training
  - b. including employees in decision making, mentoring
  - c. providing career paths, rewarding for performance
  - d. all of the above
7. At the front desk in a hotel, many agents take messages for both employees and guests. When taking a message, it is important to repeat the message or phone number back to the caller to be sure that the information to be delivered is correct.
  - a. True
  - b. False

8. What is the best definition of hospitality?
  - a. Service
  - b. Meeting the needs of guests with kindness and goodwill
  - c. Businesses that provide services to people who are traveling
  - d. A special room that is used to serve refreshments to groups of people
  
9. Which skill is needed to be an effective public relations specialist?
  - a. Interpersonal skill
  - b. Organizational skill
  - c. Communication skill
  - d. All of the above
  
10. The Sunset Inn is a small limited-service hotel that has 35 rooms available per night and an average occupancy rate of 59% and an average daily rate (ADR) of \$78.00 per night. Which is the correct weekly **ESTIMATED** revenue?
  - a. \$7,230.00
  - b. \$2,730.00
  - c. \$11,275.00
  - d. \$19,110.00
  
11. A law that affects hotel staffing practices is the ADA that was enacted in 1990. What does ADA stand for and what does the law prohibit?
  - a. Anyone with Disabilities Act; prohibits discrimination against persons with disabilities who are seeking employment
  - b. Americans with Disabilities Act; prohibits discrimination against persons with disabilities who are seeking employment
  - c. Anyone with Disabilities Act; prohibits employers from discriminating against anyone with disabilities even if they are not qualified for a position
  - d. Americans with Disabilities Act; prohibits employers from discriminating against Americans with disabilities even if they are not qualified for a position
  
12. A law was passed in 1938 that protects young workers from employment that interferes with their education and/or that is potentially hazardous to their health or well-being. What is the name of this law?
  - a. Age Discrimination in Employment Act
  - b. Civil Rights Act
  - c. The Fair Labor Standards Act
  - d. Immigration Reform and Control Act
  
13. An easy way to remember how to use a fire extinguisher is to use the acronym PASS. What do the letters in the acronym PASS mean?
  - a. Pin, adjust, sweep, squeeze
  - b. Pull, adjust, sweep, squeeze
  - c. Pull, aim, squeeze, sweep
  - d. Pin, aim, squeeze, sweep
  
14. Several large theme parks have developed a system to improve guest services by having the guest “swipe” their entrance ticket to access activities. At Disney®, the system is called FASTPASS™ and at Universal Studios it’s called Universal Express<sup>SM</sup>. These types of systems allow guests to:
  - a. have priority over other guests and go straight to the front of long lines at rides and food carts
  - b. have priority parking near the entrance of the park
  - c. enjoy virtual wait time and receive a time in which to return to a ride and not wait in the long line at rides
  - d. enjoy no wait times for those who have disabilities

15. Which of the following piece of kitchen equipment would you select to braise a portion of round steak?
- Griddle
  - Broiler pan
  - Pressure cooker
  - Skillet
16. There are several industry standards for the types of service styles that might be used in a banquet setting. What is the best definition of butler service?
- Appetizers and some beverages are passed around by service personnel as they circulate among guests standing at a reception
  - Quantities of food are prearranged on a self-service line and guests pass through the line and help themselves
  - Appetizers are placed near the entrance on a table for guests to help themselves as they enter the banquet
  - None of these answers are correct
17. What is the purpose of Occupational Safety and Health Administration (OSHA) in the hospitality industry?
- OSHA works only as the enforcement agency when America's workers safety rights have been violated
  - OSHA works in partnership with businesses and employees to save lives, prevent injuries, and protect the health of America's workers
  - OSHA works only as the government agency to determine the safety guidelines for America's workers
  - None of these are correct
18. What is the name of the nationally developed terrorist alert and advisory system developed as a result of September 11, 2001 and the August 2003 truck bombing at the Jakarta (Indonesia) JW Marriott?
- United States Department of Homeland Security Advisory System
  - United States Department of Hospitality Protection Alert System
  - American Red Cross Prevention and Alert System
  - Worldwide Terrorist Threat Assessment System
19. Identify the best method to protect guests and their property at a hotel.
- Recordable electronic keys (credit card style with magnetic stripes)
  - Networked live and recorded surveillance cameras throughout the public areas
  - Security officers regularly patrolling the hotel areas
  - All of the above
20. What is the best method to determine the safety and sanitation requirements for Texas?
- Texas Department of Sanitation Services
  - Public Welfare Services of Texas
  - Texas Department of Health Services and the United States Department of Agriculture
  - Texas Department of Homeland Security
21. Which of the following is not a function of the Engineering and Maintenance Department within a hotel?
- Controlling maintenance and repair costs
  - Protecting and enhancing the financial value of the building and grounds
  - Controlling energy usage
  - Ensuring the safety of those working in and visiting the hotel
  - Controlling the cost of food by regulating the temperature in the kitchen

22. What is the purpose of Family, Career, and Community Leaders of America (FCCLA) organization?
- The mission of FCCLA is to promote hospitality industry and leadership development through Family and Consumer Sciences education
  - The mission of FCCLA is to promote personal growth and leadership development through Family and Consumer Sciences education
  - The mission of FCCLA is to promote Family and Consumer Sciences education by presenting leadership and career opportunities in hospitality industry
  - None of the above
23. In the hospitality industry, you will most likely have to deal with licensed professionals. To protect your business, you will want to ensure these professionals have a valid license. Where can you find the requirements and procedures for licensing in the state of Texas for professions such as electrician, air conditioning, and elevator/escalator safety?
- Texas Department of Licensing and Regulation
  - Texas Department of Professional Licensing
  - United States Department of Licensing and Regulation
  - Texas Licensing Advisory Committee
24. What is the best definition for the tourism industry?
- A businesses that provide services to people
  - A businesses that moves people from one place to another
  - A businesses that organizes and promotes travel and vacations
  - None of these are correct
25. What technology tool is essential for today's hospitality businesses?
- Computerized cash register
  - Property Management System
  - Recordable locking system (credit card style key)
  - Computer with network access

## Recall/Reproduction Assessment Key

Formula for #10

Rooms x average occupancy rate x ADR x one week

$$35 \times 59\% \times \$78 \times 7 \text{ (days)} = \$11,274.90$$

1. B
2. E
3. B
4. B
5. C
6. D
7. A
8. B
9. D
10. C
11. B
12. C
13. C
14. C
15. D
16. A
17. B
18. A
19. D
20. C
21. E
22. B
23. A
24. C
25. D

## 25 Skill/Concept Assessment Questions

1. What is the basic difference between a chef and a cook?
  - a. A cook prepares food; a chef is a professional who has completed extensive formal study and experience requirements
  - b. A chef prepares food; a cook is a professional who has completed extensive formal study and experience requirements
  - c. A cook prepares food and vegetables by chopping, cutting, slicing, and dicing; a chef takes the prepared foods and vegetables and produces dishes for consumption
  - d. There is no difference between the two terms as they both prepare food
2. In your duties as the Nutrition Director of a school district, you are required to make sure nutritious foods are served to the students. Which of the following lists of foods would you consider least nutritious?
  - a. Fried chicken, mashed potatoes, green beans, carrots
  - b. Roast beef, roasted potatoes, peas, carrots
  - c. Pepperoni pizza, garlic bread, chocolate chip cookies
  - d. Grilled chicken, salad, French fries, lightly buttered roll
3. Suppose you are a guest and you walk up to a housekeeping person who is on your floor of the hotel. The housekeeping employee is organizing items on her cart. You say "My name is Amy Peterson and I'm in room 408. May I have 2 additional towels?" The housekeeping agent pauses, rolls her eyes then reaches to her cart, takes 2 towels and hands them to you without speaking. The taking of action without speaking can be interpreted differently by different people. Which of the following is the best way to describe how Amy Peterson is likely going to interpret the exchange?
  - a. Irritation
  - b. Confusion
  - c. Mistrust
  - d. All are possible interpretations
4. An upcoming trend in marketing is to collaborate with a company in another industry (outside of yours) to combine products or services that when paired will appeal to a bigger market and therefore benefit both companies. Which best describes an opportunity for this collaboration?
  - a. An airline works with a cruise ship to bundle their services to offer a discount to those who use both services together
  - b. A quick-serve restaurant works with Disney® to promote a children's movie on its child's meal. In turn, Disney will feature your quick-serve restaurant in its movie
  - c. A hotel chain works with Hertz® rental cars to bundle their services and offers a discount when paired
  - d. All are ways which describe a marketing collaboration
5. In the hospitality industry, overseas assignments often fail because the manager and his or her family cannot adjust. Which skill/and or ability below becomes extremely important as part of the selection process for an overseas assignment.
  - a. New language skills
  - b. Cross-cultural adaptability
  - c. Personal development motivation
  - d. Counseling

6. To give a gratuity or to TIP (to improve performance or to insure prompt service) is a custom that differs from country to country. In the United States it is customary to TIP a person in the hospitality industry (wait staff, bell hop or for other services) approximately 15%. In which country is the custom of tipping **NOT** a common practice?
- Turkey
  - Canada
  - Japan
  - France
7. In the hospitality industry, customer service is paramount. Persons with a hearing disability need to be communicated with as much as any other guest. From the statements below, what is the best way to communicate an emergency evacuation notice to someone with a hearing disability in a 1,200 room full-service hotel?
- Call their room; flashing lights in the room signifies a specialized telephone ringing
  - Ensure the neighboring room will notify those with hearing disability
  - Small flashing light on the telephone to notify them to call or check with the front desk
  - An exceptionally loud bell
8. A guest reported a leaky shower head in their hotel room. Upon first examination, you have found the issue to be behind the wall in the plumbing. Which department will handle the issue and what does the person have to be trained in?
- Maintenance department; specialized construction training
  - Construction department; licensed construction worker
  - Maintenance department; specialized plumbing training
  - Construction department; specialized plumbing training but not licensed
9. What information and procedure is needed to take a reservation?
- Gather information: name and contact information, room type, arrival and departure dates, method of payment. Give information: room rate and confirmation number. Record information: date reservation made and person or company making reservation
  - Give information: room rate and confirmation number. Gather information: name and contact information, room type, method of payment. Record information: date reservation made and person or company making reservation
  - Gather information: name and contact information, arrival dates, method of payment. Give information: room rate and confirmation number. Record information: date reservation made and company making reservation
  - Record information: date reservation made and person or company making reservation. Gather information: contact information, room type, arrival and departure dates. Give information: room rate and confirmation number
10. The purpose of a Property Management System (hardware and software) is to:
- run the entire lodging property business by keeping all of the information from all departments in one computer system
  - run only the sleeping rooms portion of a lodging property business by keeping the information from the front desk and housekeeping in one computer system
  - to run the food and beverage portion of a lodging property business by keeping the information from the restaurant and room service in one computer system
  - none of the above

11. To be a good employee in the hospitality industry you need \_\_\_\_\_ skills to be able to deal with guests and customers, to get along with others, and to be a good team player.
- a. teamwork
  - b. enthusiastic
  - c. persistence
  - d. interpersonal
  - e. communication
  - f. self-motivation
  - g. self-responsibility
  - h. a and d are correct
  - i. b and g are correct
  - j. all are correct
12. Technology exists everywhere today and helps various businesses within the hospitality industry in many ways. Which statement below does not yet exist?
- a. The connection of multiple computers to a digital display board that allows multiple large screen projections of presenter's material which is useful for convention hotels
  - b. Different hotel brands networked together so that guest amenities such as room temperature and room scents are known and implemented prior to guest arrival anywhere in the world
  - c. Radio frequency identification (RFID) inserts into casino gambling chips to prevent counterfeiting
  - d. All of these technologies exist today
13. Categorize the following restaurant jobs as either **B** for back-of-the-house or **F** for front-of-the-house positions.
- a. \_\_\_\_\_ Dishwasher
  - b. \_\_\_\_\_ Hostess or maître d'
  - c. \_\_\_\_\_ Cashier
  - d. \_\_\_\_\_ Sous Chef
  - e. \_\_\_\_\_ Wine Steward
  - f. \_\_\_\_\_ Expediter
14. Typical qualities needed to advance in a hospitality industry position include:
- a. depth of knowledge of subject area
  - b. show initiative
  - c. self-motivation
  - d. high level of responsibility
  - e. organizational skills
  - f. honesty and integrity
  - g. answers a, d, and f are correct
  - h. all answers are correct
15. In any business, managers usually face some amount of conflict among employees. Which is the best skill to use in managing conflict in the business world?
- a. Collaborating
  - b. Compromising
  - c. Win-win resolution
  - d. All of these are correct
16. Suppose a guest that recently ate at your restaurant went on your website and made the following comment: "The meal was outrageous! I can't wait to order it again next time I go." How would you interpret the guest's response?
- a. The guest thought the meal was extremely poor
  - b. The guest thought the meal needed to be ordered again to determine if it was good or bad
  - c. The guest thought the meal was extremely great
  - d. The guest thought the meal shockingly offensive
17. Which of the following is **NOT** a good skill for a public relations expert in the hospitality industry?
- a. Feel confident talking to a wide range of people
  - b. Know how to seem like they are answering questions without actually answering them
  - c. Outwardly exhibit calm demeanor when communicating to the public
  - d. Exhibit and utilize higher listening skills

18. A guest at a casual style restaurant has barely touched the food and has gently set the plate aside near the edge of the table. You, as the manager, have noticed this. How would you interpret the action?
- The guest does not like the food
  - The guest was not hungry
  - The guest liked the food but was waiting for the food to cool off
  - Both a and b are correct
  - All answers are correct
19. A guest walks up to the front desk of the hotel and asks for a recommendation for a good place to eat. Which is the best way to respond to your guest?
- Tell your guest you are new in town and don't know the restaurants
  - Tell your guest that is the concierge's job and she not working that day
  - Ask your guest what type of food they like and offer them several nearby restaurants to choose from
  - Direct your guest to the restaurant your friend owns
20. A helpful way to view the management of maintenance is by considering maintenance as routine, preventative, or emergency. Which of the following is **NOT** considered an advantage of preventative maintenance?
- All of these are considered advantages of preventative maintenance
  - Money savings from prolonging the life of equipment
  - Labor costs are reduced by planning maintenance during slow periods
  - Emergency repairs are minimized and guests are not as affected
  - None of these are considered advantages of preventative maintenance
21. Which of the following skills are **NOT** needed to advance or be recognized and promoted in a hospitality job position?
- Exhibit interpersonal skills
  - Have communication skills
  - Possess organizational skills
  - Display flexibility
  - Demonstrate adaptability
  - You need to possess all of these skills to be promoted
22. When traveling internationally, it is important to know the proper greeting in different cultures so that you do not insult others. In Japan and China, the proper greeting is to bow.
- True
  - False
23. Hundreds and even thousands of people confined to a cruise ship creates an opportunity for disease to spread. What is the best and most practical technique for a cruise ship to use for the prevention of disease spreading?
- Thoroughly washing all food and food preparation areas
  - Have all passengers submit to a wellness exam
  - Have all employees submit to a wellness exam
  - Effective cleaning and sanitation practices in all areas of the ship
24. Basic career portfolio components include:
- a letter of introduction
  - a résumé
  - samples of work/products
  - all of the above

25. Which of the choices below demonstrates the best business attire?
- a. Nice slacks, collared shirt (or nice blouse) with a jacket and combed, clean hair
  - b. Pressed blue jeans and a collared shirt and conservative, tailored hair cut
  - c. Nice shorts, shirt, and sandals with a great hair cut
  - d. Pants and shirt not ironed but clean with sandals

## Skills/Concepts Assessment Key

1. A
2. C
3. D
4. D
5. B
6. C
7. A
8. C
9. A
10. A
11. J
12. D
13. B, F, F, B, F, B
14. H
15. D
16. C
17. B
18. D
19. C
20. A
21. G
22. B – In Japan, it is proper to bow, however, in China a handshake is appropriate.
23. D
24. D
25. A

## 25 Strategic Thinking Assessment Questions

1. Which of the following is a way in which Marketing affects menu planning in a restaurant?
  - a. Demographics (gender, income, age, family status, ethnicity) of the guests
  - b. Purpose of the guest's visit (guest's wants and needs)
  - c. None are correct
  - d. Both a and b are correct
  
2. Many full-service hotels and almost all restaurants will divide duties by front-of-house and back-of-house departments. Which statement below is the best definition of the two terms?
  - a. Front-of-house employees interact with guests; back-of-house employees rarely interact with guests
  - b. Front-of-house employees work the front desk; back-of-house are employees work in areas that are not public
  - c. Front-of-house employees work indoors; back-of-house employees work mainly outdoors
  - d. None of these definitions are correct
  
3. A Front Office Manager of a full-service hotel is responsible for which departments? Choose from the lists below.
  - a. Reservations, front desk, communications, night audit
  - b. Reservations, front desk, transportation, uniformed services
  - c. Reservations, front desk, communications, uniformed services
  - d. Reservations, communications, uniformed services, concierge services
  
4. There are two main differences between Hotel and Restaurant food services. They are \_\_\_\_\_ and \_\_\_\_\_.
  - a. room service, multiple restaurants
  - b. room service, banquet service
  - c. banquet service, multiple restaurants
  - d. room service, staffing
  
5. Which of the statements below best describes a preventative security solution?
  - a. Using electronic recordable key entry to guest rooms
  - b. Installing cameras on cashiers and cash drawers as well as exterior doors
  - c. Bolt televisions and artwork securely to furniture or walls
  - d. All are appropriate preventative solutions
  
6. Which of the statements below is **NOT** a description of a cash control procedure?
  - a. Use electronic contact alarm system in all cash drawers which is wired to local law enforcement agencies
  - b. Work with local law enforcement agencies to identify and eliminate opportunities
  - c. Train employees to obey robber's demands and make no movements that might be perceived as an attempt to stop the crime
  - d. Limit the amount of cash kept on hand
  
7. Which statement below would be the best plan when dealing with customer comment cards?
  - a. Collect, sort into categories, create improvement plan for every issue
  - b. Collect, sort into categories, brainstorm solutions to top issues, create improvement plan
  - c. Collect, read, copy comments to all managers, have managers contact customer and resolve individual issues
  - d. Do nothing. It's a marketing tool to show you care about what the customer thinks

8. Marketing strategies are used to increase profitability in business. Which statement is an effective marketing strategy for a restaurant?
- Down-sell the guest by limiting menu choices to get more customers through the restaurant quickly thus serving more
  - Up-sell the guest by suggesting an appetizer and desert as they are profitable and it increases the average check total
  - Creating a mini-menu brochure and sending them to nearby businesses
  - Putting profitable meal combinations on the menu to create quick order lunches
9. When a guest checks into a hotel, the method of payment is established by asking the guest “How will you be paying for the room?” If a guest answers that they will be paying with cash, what should be the typical response from the front desk agent?
- “That will be fine. We will need a credit card number on file in case of incidental, room, or meal charges.”
  - “That will be fine. We would like a credit card number on file in case of incidental charges. If you don’t want to leave a credit card number, we will be happy to place a block on additional charges for you.”
  - “I am sorry, we no longer take cash. Do you have a debit card or credit card? We also accept pre-paid cards.”
  - Both a and b are typical front desk agent responses.
10. When analyzing a situation or action to determine if it is ethical or not, you can ask yourself certain questions. Which below is not a question that helps determine ethics?
- Is it legal?
  - Am I being fair?
  - Would I publicize my decision?
  - Will it affect my home life?
11. Which of the following is **NOT** a benefit or a procedure of a recordable locking system?
- Each lock will only have one set of “keys” or magnetic strip cards issued at a time to guests
  - There are no wires needed to be connected to a central computer system
  - They can be used to limit access to specific areas
  - Guests are less likely to be victimized in their room by a previous guest
  - Once a key is inserted, only those with the new recording will be able to open the door. Master code is the only exception
  - Only a limited number, usually one or two, of recorded keys are given to a guest at one time
  - If a guest loses a key, they are given another key with the same recording
12. At a fine dining restaurant (five star), the food service style you would expect to experience is:
- “American” service (plated service)
  - “Russian” service (platter service)
  - “French” service (prepared or finished tableside)
  - “English” service (family style)
13. Which is the best definition for cross-contamination in food service?
- The transfer of microorganisms from one food item to another.
  - The transfer of bacteria from one meat to another meat
  - Infecting food with bacteria from an unclean cutting board
  - Using the same knife to cut raw vegetables after cutting up raw chicken

14. The best method to prevent food borne illnesses is:
- depending on the type of food, keep hot foods at 140° or above
  - keep cold foods at 40° or below
  - wash all raw fruits and vegetables before consumption
  - wash hands often, especially after using the restroom
  - all of the above
15. Suppose you own a busy restaurant and a significant portion of the kitchen staff is out with the flu. As a result of the staff shortage, you are afraid that customer satisfaction will suffer during the evening dinner service because food preparation will take longer. Which is the best solution for resolving the situation?
- Explain the issue to customers and apologize beforehand
  - Call in additional staff to work an extra shift or additional hours
  - Explain the situation to the employees that show up for work and ask them to work harder and faster
  - Ask some of the wait staff to work in the kitchen
16. The Front Office Department of a hotel is usually responsible for the overall Guest Service Cycle. For the activity statements below, indicate which stage of the Guest Service Cycle the activity occurs; **P** for pre-arrival, **A** for arrival, **O** for occupancy, or **D** for departure.
- \_\_\_\_\_ front desk prints all registration cards for the next day
  - \_\_\_\_\_ process payment for the guest's bill
  - \_\_\_\_\_ daily housekeeping of guest room
  - \_\_\_\_\_ luggage is taken to the guest's room
  - \_\_\_\_\_ transportation to airport
  - \_\_\_\_\_ guest obtains maps to the hotel
17. Upon guest check-in at a hotel, the front desk agent has a system and procedures in place to perform several tasks. Which task does **NOT** belong at check-in?
- Confirm the rate to be paid by the guest prior to issuance of room keys
  - Secure an acceptable form of payment from the guest
  - Assure the status of the room assigned to the guest is "clean and vacant"
  - Processing guest's payment for the requested room
18. There are several factors that are used to determine the size of inventory to purchase and maintain for a housekeeping department within a hotel. Which is **NOT** one of the factors?
- Number of rooms in the hotel
  - Occupancy rate in the hotel
  - Washer and dryer size
  - Theft and repairs
19. In the hospitality industry, safety is not only good business but it is a legal responsibility. For example, a hotel will not be held responsible for resulting injuries from someone slipping and falling in the bathtub if it is determined that the hotel has exercised \_\_\_\_\_ in the manner in which it provides and maintains its bathtubs.
- safety and security
  - due diligence
  - extreme caution
  - reasonable care

20. From the list below, which is the best way to recognize and respond to guests needs in a quick-service restaurant?
- Have salt, pepper, ketchup, mustard, mayonnaise in an easily accessible area for guests
  - Have beverages such as colas, tea or water in an easily accessible area
  - Have kid-friendly meals on the menu
  - All are ways in which a quick-service restaurant can recognize and respond to guests needs
21. How is the check-out process different for different types of payment?
- Validation of payment through outside agencies (check versus credit card) is different.
  - Verification of charges portion of check-out procedures is different.
  - There is no difference in check-out procedures regardless of type of payment.
  - Verification of identity is different depending on payment type.
22. Hotels suffer from inclement weather and must prepare in advance what employees should do in case it arises. What is the best solution for employee and guest safety during severe winds and stormy weather such as hurricanes or tornados?
- Evacuate guests if at all possible and time permitted
  - Have guests proceed to the inside walls of the hotel of any floor regardless of height
  - Have guests proceed to the inside walls of lower levels or if possible the basement and cellars
  - Both a and c are correct
  - Both a and b are correct
  - None of these are correct
23. Which is the best strategy to use to ensure guest satisfaction?
- A free meal in the hotel's restaurant
  - Offering a lot of amenities for the guests
  - Clean and working hotel room and restroom
  - Overall good quality service in all aspects for the value of the guest's dollar
24. What is needed before anyone travels outside of their own country?
- Passport
  - Immunization / vaccine shots
  - Entry requirements for each country to be visited
  - All of the above
25. Is a secondary or postsecondary hospitality-related degree required for a successful career in management of the hospitality industry?
- Yes – some type of degree in a hospitality-related program is required to be successful and be promoted
  - No – it is not required, although it is strongly recommended because it offers job-related knowledge and allows someone to express their interest early in the field

## Strategic Thinking Assessment Key

1. D
2. A
3. C
4. B
5. D
6. C (Although it is a true statement, it is not a cash control procedure.)
7. B
8. B
9. D
10. D
11. G
12. C
13. A
14. E
15. B
16. P, D, O, A, D, P
17. D
18. C
19. D
20. D
21. A
22. D
23. D
24. D
25. B

## 25 Extended Thinking Assessment Questions/Tasks

1. Define and discuss demand and supply as it relates to the hospitality industry. What are the effects of a balanced demand and supply? What happens when demand is more than supply? What happens when supply is more than demand?
2. Describe the three main levels of business ownership. Discuss both advantages and disadvantages of each type of ownership.
3. Design a website (home page only) that would promote tourism in Texas. Be sure to include many of the major sites that people might want to visit such as Palo Duro Canyon, Big Bend National Park or Six Flags Over Texas. What local sites should be included? Consider other things that travelers would need to know when visiting other parts of Texas. What are the features and the benefits of these places? *(You can use templates in Microsoft Publisher<sup>®</sup>, other free software on the Internet, or make a poster depending on the resources of your school.)*
4. Security is a major concern for managers in the hospitality industry. Discuss safety and security issues for individuals and groups in multiple places (hotels, fine dining restaurants, cruise ships, quick-serve restaurants, amusement parks). Discuss what can be done to minimize risks in these places.
5. Marketing, in today's environment, is vital to a business's success. Imagine you own or manage a cruise ship and then describe it and its target market. Discuss in detail each of the 4 P's in Marketing that you would use to set your cruise ship apart from the competition. Give examples of each of the 4 P's. How do the 4 P's work together?
6. A large part of a hospitality manager's job is to ensure successful operations, guest satisfaction, and employee success. Design five organization policies that would help the manager and the employees to be effective in these areas.
7. Ethical practices are essential in today's business world. In the hospitality industry, it is extremely important for the public to feel confident, safe, and secure in the places they do business. As the general manager of a fine dining restaurant, describe eight ethical policies you would establish for your restaurant. Are they in any order of importance? Are there some ethical policies that are more important than others? Do some apply to guests and others apply to employees?
8. Discuss hotel guest check-out procedures. What are the different ways for a guest to check-out? Why are the process and the procedures important? If it is so important, why are there different methods?
9. Design a brochure for a restaurant that can be distributed to nearby businesses that will generate not only walk-in traffic but also increase your delivery business. Think about what information is needed to generate additional revenue for both sides of the business? What does the customer need to know to order food to be delivered? *(You can use templates in Microsoft Publisher<sup>®</sup>, Microsoft WORD<sup>®</sup>, other free software on the Internet, or make a poster depending on the resources of your school.)*
10. Discuss the importance of housekeeping standards to assure guest satisfaction. What are some of those standards? Which standards are most important? Are any standards more important than others?

11. In the hospitality industry, there are few jobs that have a straight 8:00 a.m. to 5:00 p.m. shift. Many jobs require odd or even off-set hours. This is true of housekeeping positions in hotels as well. Create a staffing guide for a large hotel that has various housekeeping positions. This guide should include enough coverage to ensure guest satisfaction. Think about when housekeeping might be busiest and when would be “down time”. Is someone from housekeeping needed 24 hours a day? What types of jobs are needed; what times are they needed; how many of each type are needed?
12. Many areas rely on employee training; employee retention, quality service, quality control, consistent service, and more. Maintaining an on-going training program is necessary for most businesses in the hospitality industry. Formulate an on-going training plan for a fine dining restaurant. What type of jobs should be included? How often would various trainings take place? Should only new employees be trained? What kind of training, if any, would be necessary for current employees?
13. Describe how the level of service provided by a lodging property influences the price charged.
14. Discuss how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests. Which criteria are more important and take priority over the others? Give examples of some of those guidelines a hotel would use.
15. Create a scenario (story or example) which relays the importance of using a room status report to ensure housekeeping standards. What are some examples of the types of room status that are commonly used in a hotel?
16. Discuss how hotel operations manage inventories to maintain adequate quantities of recycled and non-recycled items. What are the differences of recycled and non-recycled items and give examples of each. How are the inventories managed differently between recycled and non-recycled?
17. Discuss five challenges within the hospitality industry. Which of these challenges are unique to the hospitality industry? Which challenges affect other industries? Which industries would they affect?
18. The economy of a country has direct effects on the hospitality industry. Explain the effects that supply and demand have on the hospitality industry with respect to a thriving economy and an economy in a recession. Which, if any, hospitality businesses do well and which don't do well in a recession?
19. Analyze and discuss the elements of a dining experience that are expected to satisfy guests at varied facilities. For your discussion, compare and contrast those elements in a boardwalk vendor, cruise ship, chain restaurant, and a five-star dining facility.
20. Design a marketing poster that promotes a spa business. Be sure to include the name and logo for your business and ensure enough copy that potential customers know exactly what services your business offers.
21. Create the outline of a business plan for a hospitality business of your choice. Ensure all appropriate sections are included.
22. You are the owner and manager of a quick-serve restaurant. The Afternoon Shift Manager is regularly late to work and when he arrives, he often gets coffee and visits for the first 10 minutes before starting his job. Yet, all his employees like him and they work well together. No one has complained and nothing seems to be going wrong, yet. You do not want to fire the manager, but you need him to be at work every day, on-time, and working. You are concerned that if you let this continue, others will follow his example and soon the quality of your restaurant will suffer and sales will decline. Discuss how you would solve this problem.

23. Suppose you own a travel agency. Create a personalized travel experience for a high profile customer by integrating various and diverse elements of the travel and tourism industry. Your client would like to travel around the world by stopping at least once on each continent. How would you go about designing their experience? Where would you send them and in what order? What type of lodging would you choose for them?
24. In the hospitality industry, it is vital that you know the various options of both transportation and lodging in order to deliver customer choices and customer satisfaction. Compare and contrast four different modes of transportation and four different types of lodging. Be sure to include what makes them the same and what makes them different. Describe the advantages and disadvantages. Think about travel outside of the United States.
25. Develop a set of operating procedures for the back-of-house operations of a restaurant. Think about the following questions when you develop the procedures. What topics would you need to include? How many operation procedures would be necessary? Who should follow these procedures?

### **Extending Thinking Assessment Key**

1. – 25. Student Responses will vary