
HOSPITALITY MANAGEMENT

Overview

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events.

This event consists of two parts: an objective test and a role play. If competing as a team, the objective test is taken collaboratively by the team. The top fifteen individuals/teams scoring the highest on the objective test will advance to the final round and participate in the role play component. The role play case will be a problem or scenario in the hospitality management industry.

This event is for an individual or a team of two or three members.

Competencies

<http://www.fbla-pbl.org/competitive-event/hospitality-management-fbla/>

Website Resources

- American Hotel & Lodging Association
<http://www.ahla.com/>
- National Restaurant Association
<http://www.restaurant.org/>

HOSPITALITY MANAGEMENT SAMPLE QUESTIONS

- 1) The purpose of marketing is to:
 - A) sell merchandise
 - B) create and keep customers
 - C) gain publicity
 - D) capture largest market share

Competency: Hospitality Marketing Concepts

- 2) Advertising in the hospitality industry is:
 - A) an event presented to inform prospective customers about a company
 - B) an activity sponsored or supported by a company to enhance its image
 - C) an article in a newspaper describing the grand opening of a restaurant
 - D) a paid presentation, with an identifiable sponsor, for a product or service

Competency: Hospitality Marketing Concepts

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- 3) The hospitality industry involves service marketing because:
- A) all employees are trained to be courteous and friendly
 - B) management is concerned with customers' preferences
 - C) extra benefits are provided at luxury hotels
 - D) intangible products are sold to the ultimate consumer

Competency: Hospitality Marketing Concepts

- 4) The _____ menu remains the same from day to day with items listed and priced separately.
- A) a la carte
 - B) counter
 - C) du jour
 - D) short order

Competency: Types of Hospitality Markets and Customers

- 5) Senior citizens opt for limited service hotels:
- A) for price savings
 - B) for full amenities
 - C) for free full breakfast
 - D) for more personal service

Competency: Types of Hospitality Markets and Customers

- 6) A hotel that offers a New Year's Eve package for couples at a more expensive rate would be an example of what kind of value added feature?
- A) conference perk
 - B) social trust
 - C) identification with the organization
 - D) experiential

Competency: Hospitality Operation and Management Functions

- 7) A skim strategy for pricing works best when:
- A) perceived value of the product is very important to the customer
 - B) many competitors are located nearby
 - C) the product offered is easily replicated by competitors
 - D) customers are not price sensitive

Competency: Hospitality Operation and Management Functions

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- 8) Comparing the number of actual accounts sold in relation to the number of sales calls that are made is called:
- A) yield management
 - B) conversion rate
 - C) rate of return
 - D) sales achievement

Competency: Hospitality Operation and Management Functions

- 9) Which one of the following best describes when the output from the hospitality team exceeds the total of individual performances?
- A) energy
 - B) entrepreneurship
 - C) efficiency
 - D) synergy

Competency: Hospitality Operation and Management Functions

- 10) Offering complimentary breakfast with the rental of a hotel room enhances which part of the marketing mix?
- A) price
 - B) promotion
 - C) product
 - D) place

Competency: Customer Service in the Hospitality Industry

- 11) Relationship/loyalty marketing does **not** include:
- A) highlighting the weaknesses of competitors
 - B) seeking to create new value for customers and share in the value created
 - C) recognizing the value of customers over their purchasing lifetimes
 - D) requiring that a company define its organization to support the value that individual customers want

Competency: Customer Service in the Hospitality Industry

- 12) Which one of the following is **not** information collected for a guest hotel database?
- A) telephone number
 - B) age
 - C) address
 - D) type of hotel room normally preferred

Competency: Customer Service in the Hospitality Industry

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- 13) A hotel has raised room rates by 10 percent and noticed a 20 percent drop in occupancy rates. The increase in hotel rates represents economic:
- A) upswing
 - B) adjustment
 - C) elasticity
 - D) inelasticity

Competency: Customer Service in the Hospitality Industry

- 14) Which one of the following is the responsibility of the bell captain?
- A) recording guest reservations
 - B) carrying guest luggage to the room
 - C) checking the guest into the hotel
 - D) entering guest information into the hotel guest database

Competency: Human Resource Management in the Hospitality Industry

- 15) A front desk agent informs the guest of the availability of a room with better accommodations or amenities. This is called:
- A) promotion
 - B) upselling
 - C) upgrading
 - D) front loading

Competency: Human Resource Management in the Hospitality Industry

- 16) The halo effect evaluation can occur:
- A) when an employee has made a strong, positive impression in one area
 - B) when objective measures of performance are used
 - C) when a personality conflict exists between the employee and supervisor
 - D) when the manager puts emotions aside

Competency: Human Resource Management in the Hospitality Industry

- 17) _____ involves matching the best employees with the tasks that must be completed.
- A) Feedback
 - B) Performance evaluation
 - C) Coordinating
 - D) Orientation

Competency: Human Resource Management in the Hospitality Industry

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- 18) When a supervisor gives some of their duties to other employees they have:
- A) outsourced duties
 - B) discharged duties
 - C) completed duties
 - D) delegated duties

Competency: Human Resource Management in the Hospitality Industry

- 19) The term capital includes:
- A) amounts owed to creditors, equipment, and tools
 - B) accounts payable and accounts receivable
 - C) money, legislative action, and equipment
 - D) property, equipment, tools, and money

Competency: Legal Issues, Financial Management, and Budgeting for the Hospitality Industry

- 20) Creating a win-win situation for all relevant parties so that everyone benefits from the decision is known as:
- A) a compromise
 - B) the golden rule
 - C) ethics
 - D) the stakeholder approach to ethics

Competency: Legal Issues, Financial Management, and Budgeting for the Hospitality Industry

- 21) Pet friendly hotels:
- A) are very rare
 - B) have large liability issues
 - C) are becoming increasingly popular
 - D) are only offered at discount properties

Competency: Current Hospitality Industry Trends

- 22) Keys with electronic strips for entrance:
- A) have made hotel rooms more secure
 - B) have made hotel rooms less secure
 - C) have caused more problems for hotel guests
 - D) are being replaced with regular keys

Competency: Current Hospitality Industry Trends

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- 23) The hospitality industry counts on Internet sales since there are 31 billion searches on Google every:
- A) month
 - B) week
 - C) day
 - D) year

Competency: Environmental, Ethical, and Global Issues for the Hospitality Industry

- 24) ____ hotels practice environmental conservation.
- A) Red
 - B) Blue
 - C) Green
 - D) White

Competency: Environmental, Ethical, and Global Issues for the Hospitality Industry

- 25) An unethical issue involved with personal selling is:
- A) bait and switch
 - B) posted room rates during the busy season
 - C) group package pricing
 - D) discounted rates during shoulder periods

Competency: Environmental, Ethical, and Global Issues for the Hospitality Industry

- 26) What is a major goal of sales promotion?
- A) break even with the promotional costs
 - B) create word of mouth for the organization
 - C) increase guest satisfaction
 - D) communicate it clearly to your employees

Competency: Hotel Sales Process

- 27) A customer states in a sales conversation: "The hotel we usually stay at does **not** provide adequate bath amenities" This statement is an example of a customer's:
- A) want
 - B) opportunity
 - C) need
 - D) desire

Competency: Hotel Sales Process

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- 28) Salespeople responsible for group business within assigned market segments are called:
- A) senior sales managers
 - B) reservationists
 - C) transient sales managers
 - D) sales managers

Competency: Hotel Sales Process

- 29) The most important time a salesperson spends with a buyer in any visit is:
- A) the first 30 seconds
 - B) first 5 minutes
 - C) first hour
 - D) first 10 minutes

Competency: Hotel Sales Process

- 30) Who has the ultimate say regarding the decision to buy, and may veto the sale even when all others have said yes or may approve the sale when all others have said no
- A) user
 - B) final decision-maker
 - C) influencer
 - D) mentor

Competency: Hotel Sales Process

HOSPITALITY MANAGEMENT SAMPLE ROLE PLAY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. You (students) assume the role of owners of a catering company called Duality Catering LLC. The judges serve as a representative from the local "green" advocate group and play the role of a member of the SPCA (Society for the Prevention of Cruelty to Animals).
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.