

## HOSPITALITY & EVENT MANAGEMENT

- 1) Relationship building in the hospitality and event management industry is referred to as \_\_\_\_\_.
  - A) comradery
  - B) professional networking
  - C) monitoring
  - D) branding
  
- 2) The marketing mix \_\_\_\_\_.
  - A) involves location, selling, manufacturing, and services
  - B) is the same for every type of hotel or restaurant
  - C) involves a delicate balance of the seven marketing functions
  - D) combines product, price, promotion, and distribution
  
- 3) SMERF attendees have a large proportion of attendees who prefer \_\_\_\_\_.
  - A) double rooms
  - B) executive rooms
  - C) rack rate rooms
  - D) single rooms
  
- 4) Estimation of type, quantity and quality of future sales is referred to as \_\_\_\_\_.
  - A) sales forecasting
  - B) polling
  - C) estimation
  - D) the futures market
  
- 5) Which type of sales close involves the salesperson telling the prospective customer about what another indecisive customer did?
  - A) loss close
  - B) story close
  - C) sum-up close
  - D) alternative close
  
- 6) The hotel position associated with front of the house is the \_\_\_\_\_.
  - A) hotel check in/out desk
  - B) accounting department
  - C) maintenance
  - D) housekeeping

- 7) Salespeople responsible for group business within assigned market segments are \_\_\_\_\_.
- A) reservationists
  - B) sales managers
  - C) senior sales managers
  - D) transient sales managers
- 8) Successful events are enhanced by planners who develop a \_\_\_\_\_ for success.
- A) blueprint
  - B) mission statement
  - C) budget
  - D) guarantee
- 9) Estimated attendance, duration of the event, budget, and venue capacity are parts of event \_\_\_\_\_.
- A) management
  - B) stages
  - C) logistics
  - D) brainstorming
- 10) Effective leaders have a game plan for success. This characteristic is best described as \_\_\_\_\_.
- A) leader by example
  - B) responsible
  - C) a team player
  - D) goal oriented
- 11) The \_\_\_\_\_ rate is the price printed on the hotel door.
- A) standard
  - B) rack
  - C) group
  - D) discounted
- 12) Dramatically upgraded services and amenities \_\_\_\_\_.
- A) are available only in full-service hotels
  - B) rarely return the investment made on them
  - C) usually indicate an older lodging facility
  - D) are a growing trend in all forms of the hospitality industry

- 13) John is an employee at a major hotel that has a friends and family rate offered to John and his direct family members. John has told all of his friends that they are eligible for the special hotel rates. John has demonstrated \_\_\_\_\_.  
A) a lapse of ethics  
B) the sound use of a fringe benefit  
C) great public relations for the hotel  
D) ethical behavior
- 14) A major university football team has a record 380-game sold-out stadium. Revenue from ticket sales for the 90,000-seat stadium is \$5.85 million per game. The \$5.85 million represents a \_\_\_\_\_.  
A) fixed income  
B) variable expense  
C) fixed expense  
D) variable income
- 15) The first step for hiring event employees is \_\_\_\_\_.  
A) planning the employee recruiting strategy  
B) creating a checklist for hiring an employee  
C) advertising the position online  
D) defining the job

- 1) B
- 2) D
- 3) A
- 4) A
- 5) B
- 6) A
- 7) B
- 8) A
- 9) C
- 10) D
- 11) B
- 12) D
- 13) A
- 14) A
- 15) D