



Competency Based Competitive Events Written Exam Sample

Hospitality Services



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1. What do some hotel chains develop to establish formal relationships with employees?

- A. Applications
- B. Regulations
- C. Policies
- D. Contracts

2. Which of the following is an example of an employee reinforcing a hospitality firm's image through his/her job performance:

- A. Jack politely asks if his customer would like a beverage while s/he waits for service.
- B. Susan advises her customer that the sofa is only available by special order.
- C. A customer waits on the telephone for several minutes while Matt confirms shipping information.
- D. Angela, a human resources manager, prepares the firm's employee newsletter every month.

3. A motel manager giving a fun gift to an employee who solved a difficult problem is an example of a

- A. bribe.
- B. bonus.
- C. compliment.
- D. reward.

4. What do all hospitality businesses need to be aware of in regard to the accounting process?

- A. Management styles
- B. Legal considerations
- C. System specifications
- D. Research techniques

5. A marketing-research brief helps the researcher perform which of the following functions:

- A. Observing
- B. Editing
- C. Planning
- D. Hiring

6. Which of the following is a financial consideration when measuring the effectiveness of online advertising based on a click-through rate:

- A. Access and frequency
- B. Web-site design
- C. Software expense
- D. Cost versus response

7. When a guest asks for extra soap and shampoo, a resort employee should

- A. promptly deliver the items to the guest's room.
- B. require the guest to complete a requisition card.
- C. add a 15 percent delivery service fee to the guest's folio.
- D. advise the guest that the hotel cannot provide extra items.

8. Which of the following is one of the main reasons why people develop a network of friends and business associates:

- A. To identify career opportunities
- B. To organize social activities
- C. To understand the work environment
- D. To increase their educational level

9. Which of the following is a primary factor that a hotel chain considers when positioning its corporate brand:

- A. Target market
- B. Employees' expectations
- C. Form utility
- D. Promotional budget

10. What is the foundation of the relationship between hotel supply salespeople and customers?

- A. Trust
- B. Friendship
- C. Law
- D. Entertainment

1. D

Contracts. Contracts are agreements between two or more people or organizations stating that one party is to do something in return for something provided by the other party. Employment contracts usually specify what an employee is expected to do in exchange for being compensated by the hotel chain. These contracts are often considered legal agreements that establish formal relationships with employees. Hotel chains often develop regulations and policies that employees are expected to follow, but these do not establish formal relationships with the employees. Applications are forms that potential employees fill out to apply for jobs.

SOURCE: BL:075

SOURCE: Longenecker, J.G., Moore, C.W., & Petty, J.W. (2003). *Small business management: An entrepreneurial emphasis* (12th ed.) [pp. 489-490]. Cincinnati: Thomson/South-Western.

2. A

Jack politely asks if his customer would like a beverage while s/he waits for service. The manner in which employees perform their tasks is an important factor that affects how customers view a hospitality business. When an employee is polite and asks a customer if s/he would like a beverage while waiting for service, the employee is reinforcing a positive view or image of the business. On the other hand, placing a customer on hold, especially if it happens often, might anger the customer and reinforce a negative image of the business. There is not enough information to determine if preparing a newsletter or telling a customer that an item is only available by special order is reinforcing or creating a certain image.

SOURCE: CR:002

SOURCE: Kotler, P., & Armstrong, G. (1999). *Principles of marketing* (8th ed.) [pp. 245, 254-255]. Upper Saddle River, NJ: Prentice Hall.

3. D

Reward. Rewards are tangible items given for someone's service or accomplishment. Rewards do not need to be expensive but can be a small, fun gift. For example, it might involve giving a fun gift to an employee who solved a difficult problem. The goal is to recognize and reward a person's effort and contribution to the motel. It does not have to be fancy or expensive. Giving a fun gift to an employee is not an example of a bonus, a compliment, or a bribe.

SOURCE: EI:014

SOURCE: QS LAP 13—Gimme Five!

4. B

Legal considerations. There are laws that regulate the reporting of financial information. Since accounting is the process of keeping and interpreting financial records, all hospitality businesses need to be aware of legal considerations and understand what is legal and what is not. For example, there are laws regulating the way that businesses report income and pay taxes. If businesses violate the law, they may be fined or face other types of legal action. In regard to the accounting process, it is not necessary for all businesses to be aware of management styles, system specifications, or research techniques.

SOURCE: FI:353

SOURCE: Cunningham, B.M., Nikolai, L.A., & Bazley, J.D. (2000). *Accounting: Information for business decisions* (pp. 9-11). Orlando, FL: Harcourt.

5. C

Planning. A marketing-research brief is an oral or written summary that outlines the purpose of the research. It often includes background information and current status data about the company, as well as the problem or question that requires researching. By having this information, the researcher is in a position to formulate an appropriate plan of action to meet the marketing-research objectives. Planning is a management function that decides what will be done and how it will be accomplished. Planning might involve using observation techniques, hiring additional researchers, and editing a comprehensive research analysis or report.

SOURCE: IM:291

SOURCE: B2B International. (n.d.). *The art of the brief*. Retrieved February 22, 2008, from <http://www.b2binternational.com/article17.html>

6. D

Cost versus response. Performance measures evaluate the effectiveness of marketing activities, such as online advertising. One measure is based on a click-through rate which determines how many users actually clicked on the ad. Since there are costs associated with online advertising, it is important to translate performance into financial outcomes. For example, how many users clicked on the ad and did that result in the desired amount of sales? Since the business pays for the ad on a per click-through basis, the response needs to be large enough to justify the cost. Web-site design, software expense, and access and frequency are not financial considerations when measuring the effectiveness of online advertising based on a click-through rate.

SOURCE: MP:021

SOURCE: Davis, J. (2007). *Measuring marketing: 103 key metrics every marketer needs* (pp. 226-227). Hoboken, NJ: John Wiley & Sons.

7. A

Promptly deliver the items to the guest's room. Amenities are the extra goods or services that a hotel offers its guests. Bath soap, shampoo, ironing boards, and in-room coffee brewers are examples of amenities. When a guest asks for extra items such as soap and shampoo, a resort employee should promptly deliver them to the guest's room. The guest could be waiting on the items to shower or bathe; therefore, the items should be delivered as soon as possible, which is providing exemplary customer service. It would be poor customer service to require the guest to complete a requisition card, add a delivery fee to the guest's folio, or refuse to provide the items.

SOURCE: OP:086

SOURCE: Educational Institute of the American Hotel & Motel Association. (2000). *Lodging management program: Year two* (pp. 434-435). Lansing, MI: Author.

8. A

To identify career opportunities. Networking involves communicating with all of the people an individual knows who might be able to help with career opportunities. When individuals network and tell more people about their job search, they have a better chance of finding out about available jobs. The more jobs they know about, the better chance they have of getting one of them. People do not develop a network to organize social activities, understand the work environment, or increase their educational level.

SOURCE: PD:037

SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (pp. 112-114). New York: Glencoe/McGraw-Hill.

9. A

Target market. The target market is the particular group of consumers who are the most likely prospects for a good, service, image, or idea. Positioning is a strategy in which a hotel chain creates a certain image or impression of a product in the minds of the consumers. To create certain images in the eye of the consumers, the chain must consider the audience it wants to attract or its target market. The employees' benefits, form utility, and the company's promotional budget are not primary factors that a hotel chain always considers when positioning its corporate brand.

SOURCE: PM:207

SOURCE: Kotler, P., & Keller, K. L. (2006). *Marketing management* (12th ed.) [pp. 310-312]. Upper Saddle River, NJ: Prentice Hall/Pearson.

10. A

Trust. Trust is the ability to rely on the character, integrity, or truthfulness of someone. Hotel supply salespeople should acknowledge that trust is the foundation in any relationship, especially customer relationships. When customers know that they can rely on the truthfulness of a particular salesperson, they trust what that person is telling them. Friendship is not the foundation of the relationship between salespeople and customers, even though salespeople and customers may become friends. Law and entertainment are not the foundations of the relationship between salespeople and customers.

SOURCE: SE:106

SOURCE: SE LAP 129—Keep It Real - in Sales