



Competency Based Competitive Events Written Exam Sample

Quick Serve Restaurant Management



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1. Which of the following is a characteristic of debtor-creditor relationships:

A. Regulated by various laws	C. Intended to increase competition
B. Controlled by industry standards	D. Designed to monitor accounts

2. Which of the following is one of management's roles in customer relations:

A. Making promises that are difficult to keep	C. Acting with self-confidence
B. Demonstrating product knowledge	D. Being committed to improvement

3. An advantage of developing political relationships within a quick-serve restaurant chain is that these relationships give individuals the power to

A. obtain promotions.	C. influence others.
B. manage projects.	D. change careers.

4. An important part of employee compensation is the

A. benefit package.	C. reward system.
B. pay range.	D. tax rate.

5. If a sandwich shop usually serves 50 hamburgers a day but expects an 18% increase because of a sales promotion, how many hamburgers should the shop plan to serve in a week?

A. 450	C. 413
B. 518	D. 531

6. Which of the following software is required for a computer system to be able to access Web data:

A. Modem	C. Filter
B. Browser	D. Video

7. An important aspect of operations is making sure that the cafeteria is able to

A. motivate employees.	C. sell quickly.
B. function effectively.	D. inventory products.

8. If a quick-serve restaurant supply business purchases a product for \$235, has 35% of that amount in expenses, and wants to generate a 20% profit on each product, what is the final price of the product to a restaurant?

A. \$364.25	C. \$372.40
B. \$380.70	D. \$396.55

9. When planning the amount of meat to order, quick-serve restaurants subtract the shrinkage amount from the purchase weight to determine the

A. type of processing.	C. water content.
B. percentage of fat.	D. edible portion weight.

10. One reason why it is important for quick-serve restaurant chains to use public-relations activities to reach external audiences is to

A. measure the community response.
B. sell useful products.

C. pass on positive information.
D. compile customer databases.

1. A

Regulated by various laws. There are several laws that regulate the use of credit. These laws are intended to guarantee that credit is managed fairly. The laws tend to improve the debtor-creditor relationship because there are rules in place that apply to both parties. Debtor-creditor relationships are not controlled by industry standards, intended to increase competition, or designed to monitor accounts.

SOURCE: BL:071

SOURCE: Longenecker, J.G., Moore, C.W., & Petty, J.W. (2003). *Small business management: An entrepreneurial emphasis* (12th ed.) [pp. 417-418]. Cincinnati: Thomson/South-Western.

2. D

Being committed to improvement. To foster positive relationships with customers, management should be committed to continually trying to improve the business. Management can do this by asking for feedback from customers and making adjustments when necessary. When customers know that management is doing its best and is willing to make improvements, customers often stay loyal even if there are occasional problems. Employees usually are expected to demonstrate product knowledge and act with self-confidence. Management should not make promises that are difficult to keep.

SOURCE: CR:008

SOURCE: Rokes, B. (2000). *Customer service: Business 2000* (pp. 138-139). Mason, OH: South-Western.

3. C

Influence others. Individuals who have power often have the ability to influence others to do what they want them to do. Individuals who develop effective political relationships within a quick-serve restaurant chain usually are able to obtain power because others respect them and believe in them. Individuals who work well with others, make friends within the quick-serve restaurant chain, and project competence are building relationships that will give them the power to influence others. Managers have the power to manage projects even if they do not develop political relationships within a quick-serve restaurant chain.

Developing political relationships does not give individuals the power to obtain promotions or change careers.

SOURCE: EI:034

SOURCE: Lussier, R.N. (2003). *Management fundamentals: Concepts, applications, skill development* (2nd ed.) [pp. 274-277]. Mason, OH: South-Western.

4. A

Benefit package. Employee compensation includes a combination of pay and benefits. The benefit package is important because it amounts to about one-third of total compensation. Businesses need to consider the cost of the benefit package when developing staffing needs. For example, if an employee is paid \$30,000 a year, the benefit package costs the business about \$10,000 a year for a total of \$40,000. There is a big difference between \$30,000 and \$40,000 when preparing a budget. Pay range, reward system, and tax rate are not important parts of employee compensation.

SOURCE: HR:390

SOURCE: DuBrin, A.J. (2003). *Essentials of management* (6th ed.) [pp. 277-279]. Mason, OH: South-Western.

5. C

413. Sandwich shops usually rely on past sales information to forecast the number of servings that will be needed. However, if sandwich shops plan sales promotions that are intended to attract additional customers, they need to increase the number of servings to prepare. In this example, the shop usually serves 50 hamburgers a day but expects an 18% increase for a total of 59 a day ($50 \times 18\%$ or $.18 = 9$). If the shop expects to serve that number of hamburgers each day of the week, it should plan for 413 servings ($59 \times 7 = 413$).

SOURCE: IM:201

SOURCE: Mill, R.C. (1998). *Restaurant management: Customers, operations, and employees* (pp. 192-193). Upper Saddle River, NJ: Prentice Hall.

6. B

Browser. A browser is a type of software application that allows a user to access Web data. This is an important type of software for businesses that want to access the Web or create their own web pages. There are several browsers available, but the most popular is Internet Explorer. A modem is an internal or external computer communications device that is used to transmit information over a particular medium, such as telephone lines or television cables. Filters are computer programs that block out unwanted information. Video software is not required for a computer system to be able to access Web data.

SOURCE: NF:012

SOURCE: Kleindl, B.A. (2001). *Strategic electronic marketing: Managing e-business* (pp. 36-39). Cincinnati: South-Western College Publishing.

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7. B

Function effectively. Operations are the day-to-day activities required for continued business functioning. Operations make sure that there are materials and supplies available so employees can do their jobs. Operations make sure the physical facility is in good condition so work can be performed efficiently. Effective operations are important because the activities help to increase productivity and make the cafeteria successful. Operations are not involved in making sure that the cafeteria is able to motivate employees, sell quickly, or inventory products.

SOURCE: OP:189

SOURCE: Everard, K.E., & Burrow, J.L. (2001). *Business principles and management* (11th ed.) [pp. 358-359]. Cincinnati: South-Western.

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8. B

\$380.70. If a restaurant supply business uses a cost-based method for setting prices, it calculates all of the costs and expenses associated with obtaining and selling a product. Then, the business calculates the percent of profit it wants to earn on the sale of each product. The total is the final price to the restaurant. In this example, determine the amount of expenses per product by multiplying the purchase price by the percent of expenses ($\$235 \times 35\%$ or $.35 = \$82.25$). Add that amount to the purchase price to determine the total cost of the product to the business ($\$235.00 + \$82.25 = \$317.25$). Then, multiply that figure by the percent of profit desired ($\$317.25 \times 20\%$ or $.20 = \$63.45$). Add the amount of desired profit to the cost of the product to the business to determine final price ($\$317.25 + \$63.45 = \$380.70$).

SOURCE: PI:018

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). *Marketing essentials* (3rd ed.) [pp. 467-468]. Woodland Hills, CA: Glencoe/McGraw-Hill.

9. D

Edible portion weight. Subtracting the shrinkage amount from the purchase weight determines the edible portion weight. Many food items, such as meats, lose weight during the cooking or preparation process. To determine the size or weight of each portion that is served to the customer, quick-serve restaurants must subtract the shrinkage amount from the purchase weight. This is particularly important for restaurants that advertise specific portion sizes, such as quarter-pound hamburgers. The percentage of fat has an impact on the shrinkage amount. Meat does not contain water. Type of processing is not a factor.

SOURCE: PM:124

SOURCE: Mill, R.C. (2001). *Restaurant management: Customers, operations, and employees* (2nd ed.)

[pp. 211-216]. Upper Saddle River, NJ: Prentice Hall.

10. C

Pass on positive information. One of the main functions of a quick-serve restaurant chain's public relations activities is to reach external audiences, those groups that are outside of the company. These groups include the local community, government officials, customers, suppliers, creditors, etc. The external audience has a significant impact on the quick-serve restaurant chain because customers buy products, government officials enact rules and regulations, and creditors loan money. If the quick-serve restaurant chain does not maintain good relations with the external audience by providing positive information, it may have difficulty operating or even fail. Public-relations activities are not intended to sell useful products, measure the community response, or compile customer databases.

SOURCE: PR:253

SOURCE: Semenik, R.J. (2002). *Promotion and integrated marketing communications* (pp. 457-458).

Mason, OH: South-Western.