



Hospitality and Tourism Sample Exam Questions

The Hospitality and Tourism Sample Exam will assist in preparing participants in the following events:

1. Hotel and Lodging
2. Restaurant and Food Service Management
3. Travel and Tourism

These test questions were developed by the MBA Research Center. Items have been randomly selected from the MBA Research Center's Test-Item Bank and represent a variety of instructional areas. Performance indicators for these test questions are at the prerequisite, career-sustaining, and specialist levels. A descriptive test key, including question sources and answer rationale, has been provided.

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1. Over the years, Splash-O-Rama Water Park has worked hard to develop and maintain an image of a fun, and friendly entertainment venue for families. What action can the front-line employees take to maintain this image?
 - A. Print flyers to hand out at the entrance that lists the park's daily activities and shows.
 - B. Arrive an hour after the park opens to ensure that the park is clean and ready for business.
 - C. Develop a public-relations campaign to reinforce the park's commitment to the community.
 - D. Learn where activities are located in the park to answer visitors' questions courteously.
2. A local, gourmet restaurant has decided to sell its baked goods through its website. To ensure that as many people as possible are told about the new store, the marketing communications director is appearing on a noon talk show to offer incentives to people placing orders on the website the first day. What two marketing activities had to be coordinated in this situation?
 - A. Channel management and promotion
 - B. Marketing-information management and product/service management
 - C. Product/service management and promotion
 - D. Channel management and marketing-information management
3. One of the main ways that hospitality and tourism contributes to economic growth is through
 - A. provision of conference space.
 - B. sustainable resources.
 - C. visitor exports.
 - D. use of global positioning systems.
4. An important aspect of upholding ethical accounting standards involves the ability to be
 - A. resourceful.
 - B. objective.
 - C. intolerant.
 - D. unconventional.
5. The sales manager at a full-service resort will be using the results of a marketing-research study for planning purposes. Which of the following is a question that the sales manager should ask:
 - A. What promotional mix has been most effective?
 - B. Are our guests satisfied with our services?
 - C. What new distribution channels could we use?
 - D. How can we lower our costs?
6. Due to terrorism threats, money services businesses, such as hotels and restaurants, that redeem travelers' checks are regularly monitored by government agencies to ensure that they are not engaged in
 - A. currency exchange.
 - B. anti-trust activities.
 - C. money laundering.
 - D. espionage.
7. A current trend is social networking sites. How are many businesses in the hospitality and tourism industry using their social networking sites?
 - A. To book travelers' upcoming trips
 - B. To match travelers with others who have similar interests
 - C. To provide a way for travelers to share their experiences
 - D. To notify travelers of flight cancellations
8. A person approaches you at a hotel's front desk and asks for a guest's room number. What should you do to keep that data secure?
 - A. Give the person the phone number of the central reservations system to obtain the room number
 - B. Write down the room number on a piece of paper so people within earshot won't learn the number
 - C. Tell the person that you are not allowed to give out that information
 - D. Invite the person to use the house phone to call the guest

9. With the upswing in the economy, a major discount hotel chain brainstormed ideas and interviewed a variety of people to generate options for new products. A team determined that the best idea was to open a chain of upscale hotels. The marketing department developed strategies to introduce the new hotel chain. The corporate office created a prototype of the new hotel, opened it to a test market of guests, and decided when, where, how, and to whom to market the hotel. Unfortunately, the new hotel chain failed. What aspects of the new product-development process did the hotel chain fail to do?
- A. Test marketing and commercialization
 - B. Concept testing and business analysis
 - C. Concept testing and commercialization
 - D. Test marketing and business analysis
10. What is an example of a “black hat” search engine optimization (SEO) strategy?
- A. Filling a web page with irrelevant key words
 - B. Publishing web content to make money
 - C. Displaying a personal image when accessing password protected sites
 - D. Pretending to be a trustworthy business to gain confidential information

KEY

1. D

Learn where activities are located in the park to answer visitors' questions courteously. Businesses work hard to develop and maintain a certain brand or image in the minds of their customers. Employees are touch points that help the business reinforce that image by the ways in which they conduct their work. Front-line employees (e.g., ticket takers, concession workers, ride operators) should greet the customers pleasantly and be able to direct them to various park services. So employees understand what is expected of them, management should communicate and train the employees and familiarize them with the park. Front-line employees may hand out brochures, but they usually do not print them. The public-relations function carries out public-relations activities. Designated employees will arrive at the park before it opens to perform pre-opening duties.

SOURCE: MK:015

SOURCE: MK LAP 2—Act Now! (Employee Actions and Company Goals)

2. A

Channel management and promotion. The restaurant is using a new channel, its website, to offer its baked goods to customers. To attract traffic to the website, the marketing communications director used publicity when appearing on the talk show and sales promotion by offering incentives. The website had to function properly to accommodate the sales volume generated by the incentives. Marketing-information management deals with gathering, accessing, synthesizing, evaluating, and disseminating information for use in making business decisions. Product/service management involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities. In this scenario, the product mix has not been changed.

SOURCE: CM:007

SOURCE: BizHelp24.com. (2009, August 22). *Place and product in a marketing plan*. Retrieved February 28, 2011, from <http://www.bizhelp24.com/marketing/place-and-product-in-a-marketing-plan.html>

3. C

Visitor exports. The money spent by foreign travelers in another country is known as visitor exports. The earnings from these sources was expected to be more than 6% of total exports by 2010. That translates to a dollar figure of \$1,086,000,000, and that figure is expected to more than double by 2020. When international travelers visit other countries, they also buy other goods and services while visiting. This helps businesses in addition to those in hospitality and tourism. Although hospitality and tourism businesses are encouraged to use sustainable resources, their use does not contribute to economic growth. Provision of conference space is a first step in getting groups to visit an area, but they do not in and of themselves create economic growth. Global positioning systems help to determine how to get to and from locations. They do not impact economic growth.

SOURCE: EC:136

SOURCE: World Travel and Tourism Council. (2010). *Economic impact data and forecasts*. Retrieved February 7, 2011, from http://www.wttc.org/eng/Tourism_Research/Economic_Research/

4. B

Objective. Accountants prepare the accounting information that businesses use to make financial decisions. Therefore, it is important for accountants to uphold the ethical standards of their profession by providing accurate, objective (unbiased) financial information. A person who uses unique processes or creativity to achieve a goal is being resourceful. Accountants need to follow the GAAP to perform their jobs rather than use unique processes. An intolerant person is prejudiced. An unconventional person is often viewed as unusual or eccentric.

SOURCE: FI:351

SOURCE: Accounting Learning Resources. n.d.). *Role of ethics in accounting*. Retrieved March 7, 2011, from <http://www.bookkeeping-financial-accounting-resources.com/role-of-ethics-in-accounting.html>

5. C
What new distribution channels could we use? When using marketing research for planning, marketers are trying to identify potential opportunities for the company. Examining new distribution channels is a potential opportunity for the marketer to pursue. By asking whether guests are satisfied with the services it is using marketing research for control purposes. Determining how to lower costs and what promotional mix has been most effective are using marketing research for problem-solving purposes.
SOURCE: IM:420
SOURCE: Churchill, G.A., Brown, T.J., & Suter, T.A. (2010). *Basic marketing research* (7th ed.) [pp. 6-7]. Mason, OH: South-Western Cengage Learning.
6. C
Money laundering. This illegal practice involves taking part in financial transactions to conceal the identity, source, and/or destination of illegally gained money. The crime's proceeds are then turned into assets that appear to be legitimate. Businesses that provide money services, such as currency exchange, redemption of traveler's checks, check cashing, etc., are subject to oversight by government agencies to ensure that money laundering does not occur. Anti-trust activities are not tied to terrorism threats but to decreased competition. Currency exchange is a legal activity. Hotels and restaurants are not regularly monitored for espionage—spying.
SOURCE: BL:065
SOURCE: Jefferies, J.P., & Brown, B. (2010). *Understanding hospitality law* (5th ed.) [pp. 552-553]. Lansing, MI: American Hotel & Lodging Educational Institute.
7. C
To provide a way for travelers to share their experiences. The Internet has provided a mechanism for satisfied and unsatisfied customers to tell others about their experiences with a business. The comments of other customers are viewed as more credible statements than advertisements from the business. Therefore, travel and tourism businesses are providing this forum so that satisfied customers can spread the good word, while the problems identified can be addressed and corrections made, if needed. Hospitality and tourism businesses are not using social networking to connect travelers with similar interests, to book travelers' upcoming trips, or to notify travelers of flight cancellations.
SOURCE: NF:048
SOURCE: Ernst & Young. (2010). *Global hospitality insights: Top thoughts for 2010*. Retrieved February 8, 2011, from [http://www.ey.com/Publication/vwLUAssets/Global_hospitality_insights_-_issues_and_trends:_2010/\\$FILE/Globalhospitalityinsights2010.pdf](http://www.ey.com/Publication/vwLUAssets/Global_hospitality_insights_-_issues_and_trends:_2010/$FILE/Globalhospitalityinsights2010.pdf)
8. D
Invite the person to use the house phone to call the guest. Front-desk attendants should not give others the room numbers of guests either orally or in writing. This helps to protect the guest's privacy and security. Although front desk attendants can mention that they're not allowed to give out the guest's room number, they shouldn't stop there. The central reservations system will not have the guest's room number.
SOURCE: OP:064
SOURCE: Kaser, K., & Freeman, J.T. (2002). *Hospitality marketing* (pp. 220-221). Mason, OH: South-Western.

9. B

Concept testing and business analysis. The hotel chain failed to test the concept of the upscale hotel chain with its target consumers. If they had completed this phase in the new-product development process, the corporate office might have determined that the size of the target market was inadequate, the timing of the concept was inappropriate, etc. In any of these cases, the hotel chain could have saved time and money by deciding not to move forward with the idea. Another phase that the corporate office failed to complete was business analysis: projection of sales, costs, and profit. If this phase had been completed, the corporate office could have determined that sales would be insufficient, costs would be too high, and/or profit inadequate to support the new venture. The company actually built a hotel property to conduct its test market. It also commercialized its product idea by deciding when, where, how, and to whom to market the hotel.

SOURCE: PM:241

SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [pp. 244-255]. Upper Saddle River, NJ: Prentice Hall.

10. A

Filling a web page with irrelevant key words. Doing this helps to improve the ranking of the website in search engines; however, customers are not obtaining anything of value. Ultimately, businesses sponsor web sites to make money. Phishing is an illegal activity in which someone pretends to be a trustworthy business so that s/he can obtain another person's confidential information. It is most often used through email and instant messaging. To overcome phishing, some businesses are requiring their customers to select a personal image that they display when they access password protected sites.

SOURCE: PR:361

SOURCE: Miller, C.C. (February 10, 2011). *Web words that lure the readers*. Retrieved February 18, 2011 from <http://www.nytimes.com/2011/02/11/business/media/11search.html?src=busln>