**Quiz Questions – Chapter 1**

1. Central heating, the elevator, and electric lights were first adapted to the lodging industry in what era?
2. mid 1800’s
3. late 1800’s
4. early 1900’s
5. middle 1900’s
6. Conrad Hilton entered the hotel industry during the post World War II era?

a. true

b. false

1. Kemmons Wilson founded the Sheraton Chain in the 1950’s?

a. true

b. false

1. Market orientation of a hotel refers to which of the following?
   1. the ability of the hotel to attract guests
   2. the stores surrounding the hotel
   3. the type of guests attracted to a hotel
   4. the geography of the hotel’s location
2. Example(s) of a hotel’s market orientation is (are) which of the following?
   1. J.C. Penney and Sears
   2. commercial and residential
   3. advertising with a local travel agent
   4. none of the above
3. Total Quality Management focuses upon employee morale issues.
   1. true
   2. false
4. This concept measures a hotel manager’s efforts in achieving maximum occupancy at the highest room rate possible.
   1. Occupancy percentage
   2. Average rate
   3. Yield percentage
   4. Franchise agreement
5. If a hotel sells 300 rooms in one night and has 400 rooms available to sell, and attracts 600 guests for that night, the single occupancy for that night is?
   1. 75%
   2. 100%
   3. 50%
   4. 35%
6. The double occupancy rate for the night listed in question number 8 is which of the following?
   1. 75%
   2. 100%
   3. 50%
   4. 35%
7. A hotel has collected $10,000 in revenue for the night. They sold 200 rooms. What is the average room rate?
   1. $100
   2. $50
   3. $75
   4. $85
8. Levels of service of a hotel are indicated by which of the following?
   1. Full-service, all suites, limited-service, extended-stay
   2. Franchise and independent services
   3. Luxury, independent, top rated
   4. Franchise, referral, limited-service
9. Affiliation of a hotel is indicted by which of the following?
   1. Franchise
   2. Company-owned
   3. Referral
   4. All of the above
   5. Luxury
10. Concepts that support growth in the lodging industry include, but are not limited to, leisure time, discretionary income, and number of one and two person households.
    1. True
    2. False
11. This type of property is a hotel which is operated by a consulting company that provides operational and marketing expertise and a professional staff.
    1. Management contract
    2. Franchise
    3. Select -service
    4. Full-service
12. Concepts that support career development in the hotel business include which of the following?
    1. Educational preparation and continued in-service education.
    2. Work experience
    3. Membership and participation in professional hospitality organizations
    4. All of the above
    5. Franchise agreements
13. Marriott founded his hotel empire in 1957 with which hotel?
    1. Twin Bridges Marriott Motor Hotel
    2. Marriott Hotel
    3. Washington D.C. Manor
    4. Waldorf=Astoria
14. This person is associated with developing a market segment for the cost conscious business and pleasure travelers in the early 1980’s.
    1. Tom Bradley
    2. Ray Schultz
    3. Gordon Hilton
    4. Mary Carlton

18. This atrium concept allows a guest a to overlook the lobby of a hotel from the first floor to the roof. It was first used by

a. Marriott

b. Holiday Inn

c. Hyatt

d. Waldorf=Astoria

19. The concept “demographic” refers to which of the following?

a. size, density, distribution, or vital statistic of a population

b. emotional and motivational forces that affect a service or product

c. data which represent hotel services

d. chain concept

20. The money remaining from wages after paying for necessities such as food, clothing, and shelter is referred to which of the following?

a. vacation savings

b. discretionary income

c. flexible income

d. extra revenue

**Answers to Exam – Chapter 1**

* + - 1. B
      2. A
      3. B
      4. C
      5. B
      6. B
      7. C
      8. A
      9. B
      10. B
      11. A
      12. D
      13. A
      14. A
      15. D
      16. A
      17. B
      18. C
      19. A
      20. B