DECA

SAMPLE EXAM

HOSPITALITY + TOURISM CAREER CLUSTER

THE HOSPITALITY AND TOURISM CAREER CLUSTER EXAM IS USED FOR THE FOLLOWING EVENTS:

HOSPITALITY AND TOURISM PROFESSIONAL SELLING **HTPS**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

HOTEL AND LODGING MANAGEMENT SERIES **HLM**

QUICK SERVE RESTAURANT MANAGEMENT SERIES **QSRM**

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

1. Which of the following processes do businesses use to prevent defective products from being created, not just to eliminate or correct them after they've been produced:
   A. Quality assurance
   B. Quality improvement
   C. Quality excellence
   D. Quality control

2. What is the first step in completing a job application?
   A. Identifying questions that do not apply to the applicant
   B. Completing the form's work history section
   C. Listing personal references
   D. Reading the entire form to follow directions

3. Consumers of hospitality products have the right to expect businesses to provide goods and services that
   A. meet each individual's standards.
   B. furnish several amenities.
   C. maintain international requirements.
   D. are safe and clean.

4. What is the best way for an employee to obtain product specifications for a piece of office equipment?
   A. Contact the vendor directly
   B. Develop a cost/benefit analysis
   C. Submit a quotation to management
   D. Write a product review

5. To help meet a sudden increase in demand, businesses should make sure to have _____ inventory.
   A. transit
   B. perpetual
   C. just-in-time
   D. buffer

6. Which component of a formal report provides an overview of the important aspects of the report and is written for an audience who may not have time to read the entire report?
   A. Findings and analysis
   B. Executive summary
   C. Table of contents
   D. Report introduction

7. Before building a media presentation, you should first plan the text and illustrations for the presentation by
   A. creating the needed slides.
   B. creating a storyboard.
   C. developing a schedule.
   D. planning slide transitions.

8. A business borrowed $50,000 at 6% interest to purchase inventory last year and $50,000 at 7.5% interest to purchase inventory this year. How much more interest did the business need to pay to purchase inventory this year than it paid last year?
   A. $750
   B. $600
   C. $500
   D. $550

9. What type of information concerning policies and procedures do employees often extract from an internal business report?
   A. Customer profiles
   B. Industry research data
   C. New personnel regulations
   D. Former local competitors

10. Which of the following is an example of using social media to enhance a customer's post-sale experience:
    A. Offering discounts for first-time customers
    B. Posting about the release of a product line
    C. Responding to negative and positive online reviews
    D. Obtaining new followers that could make a purchase

11. Which of the following is a benefit of accepting credit card payments:
    A. Higher wage expenses
    B. More chargebacks
    C. Increased processing fees
    D. Improved cash flow

12. Farms, mines, and lumber companies are examples of
    A. manufacturers.
    B. raw-goods producers.
    C. trade industries.
    D. builders.

13. Delivering consistent service to customers can be challenging, especially for those in the hospitality and tourism industry. One strategy to help make sure all customers receive consistent, quality service is by
    A. training employees in company procedures.
    B. ensuring diversity in the company workforce.
    C. working with a limited customer base.
    D. providing flexible schedules for employees.

14. Which of the following is an individual (personal) influence on buying behavior:
    A. Culture
    B. Age
    C. Family
    D. Time constraints

15. A national pizza chain guaranteed 30-minute delivery, but several of its drivers had serious car accidents while rushing to meet this deadline. A negative outcome of the delivery guarantee for the pizza chain is that it caused an increase in
    A. business risk.
    B. sales.
    C. employment.
    D. economic risk.

16. Madison is in charge of a project team tasked with developing a sales brochure. After starting to design the layout, though, Madison realizes the team might need to create an additional brochure for a separate product line. What aspect of the project is Madison monitoring and correcting?
    A. Scope
    B. Quality
    C. Schedule
    D. Budget

17. Colleen, a mid-level manager, has the kind of personality and communication skills that can motivate others to work toward the company's goals. Colleen can make the best use of these skills in which management function?
    A. Organizing
    B. Staffing
    C. Directing
    D. Controlling

18. Lucia's Bistro is struggling to keep up with the dinner rush. The managers decide to offer half-off appetizers from 3-5 p.m. as a way to
    A. manage customer experience during peaks in demand.
    B. reduce the number of customers to maximize capacity.
    C. improve product quality.
    D. increase its gross sales margins.

19. The term "wage" is usually associated with a(n) _____ workforce.
    A. aging
    B. hourly
    C. salaried
    D. qualified

20. What is a common challenge a business may face with the use of unstructured business data?
    A. They are difficult to standardize.
    B. They feature several rows and columns.
    C. They contain more numbers and figures than text.
    D. They are often generated into a table format.

21. What is one way that employees who routinely deal with customers can demonstrate a customer-service mindset?
    A. Keep a straight face
    B. Speak in a monotone
    C. Make eye contact
    D. Stand at attention

22. An insurance company offers customers a discount when they purchase both a homeowners policy and an auto policy. The deal benefits customers by providing them with two needed products for less; it benefits the company by bringing in more customers and encouraging more sales. This is an example of
    A. sales volume analysis.
    B. product bundling.
    C. channel management.
    D. product awareness.

23. Why must a business be very careful about eliminating products?
    A. To make higher prices acceptable
    B. To comply with government regulations
    C. To avoid the need for commercialization
    D. To prevent damaging the company's image

24. Which of the following is an example of a positive moment of truth in customer service:
    A. Offering a customer satisfaction survey
    B. Following a script when talking to customers
    C. Aggressively upselling to customers
    D. Showing concern for customers' lengthy wait

25. What must a company first think of when developing its brand promise?
    A. Brand cues
    B. Private brands
    C. Touchpoints
    D. Brand values

26. Kaitlin's boss recently asked her to write a financial report that supports the company's plan to open a new manufacturing plant. Even though she feels uncomfortable "fudging the numbers" to support the plan's feasibility, she does it because her boss asked her to. This is an example of how _____ can impact ethics in finance.
    A. obedience to authority
    B. self-interest
    C. conformity and groupthink
    D. incrementalism

27. Max just graduated with a college degree in marketing. He enjoys travel and is an experienced kayaker and mountain climber. Which of the following jobs in the hospitality industry would best match his skills:
    A. Adventure sales specialist
    B. Wedding planner
    C. Hotel desk clerk
    D. Human resources director

28. While Ms. Atwell was checking into the hotel, the front desk clerk said, "If you are interested, there is an outdoor play called *The Lost Colony* nearby. It is performed every evening during the summer months. We sell tickets here if you would like to attend." This is an example of a
    A. guest inquiring about local festivals and tours.
    B. hotel employee recommending local attractions.
    C. guest collecting tour brochures from the lobby display rack.
    D. hotel employee providing guided tour information.

29. Rowan is preparing a personal property inventory. He should
    A. include generic descriptions.
    B. exclude garages and sheds.
    C. include receipts for purchases.
    D. exclude family heirlooms and photographs.

30. Renee is an event planner at a resort. Her most recent client refused to pay for services that were provided at the client's company retreat, which was hosted in one of the resort's ballrooms. The client argued that they never agreed to pay for the services in question. When Renee reviewed the client's invoice, she realized that she had written a vague description of the services being promised, so she removed the service fees from the client's bill. Renee's mistake shows the importance of
    A. making sure that client contact information is accurate on invoice forms.
    B. following up on invoices that are flagged as "late" or "unpaid."
    C. completing invoice forms with as much detail as possible.
    D. running regular reports on profits and losses based on invoices to date.

31. Which of the following is often the key to successfully managing a project:
    A. Requiring reports
    B. Modifying requirements
    C. Being organized
    D. Listening to complaints

32. Which of the following is an example of an item that most likely requires a retailer to place a special order with a manufacturer:
    A. Windshield wipers for a 2024 Honda Accord
    B. A color ink cartridge for a printer
    C. Blinds for a nonstandard-size window
    D. A charger for a popular smartphone

33. Which of the following is a benefit of customer relationship management:
    A. The opportunity to create targeted marketing campaigns
    B. The ability to double the business's profits
    C. A work force that does not commit errors
    D. A decrease in customer advocacy

34. Which of the following forms of segmentation involves focusing on customers' lifestyles and personalities:
    A. Demographic segmentation
    B. Geographic segmentation
    C. Psychographic segmentation
    D. Behavioral segmentation

35. Blaming others for your mistakes means that you are
    A. being smart and strategic.
    B. able to get out of trouble.
    C. never going to learn responsibility.
    D. giving up control over your own life.

36. A business recently installed a new computer network in its office. Identify the GDP category into which this transaction would be placed.
    A. Personal consumption expenditures
    B. Gross private domestic investment
    C. Government purchases of goods and services
    D. Net exports of goods and services

37. One way for a person to verify the reliability of an online article's information is by
    A. asking others for their opinions.
    B. evaluating the author's writing style.
    C. comparing the information with other articles about the topic.
    D. gathering internal reports from the company's database.

38. Which of the following security measures is often found in hotels and resorts:
    A. Property management system
    B. Metal detectors
    C. Electronic key cards
    D. Radio frequency pocket tags

39. Ken is developing a web page for a new bed-and-breakfast inn. He wants to add information on the web page that describes local tourist attractions and restaurants. To allow website visitors the ability to visit these other websites from the bed-and breakfast inn's website, Ken should create
    A. portals.
    B. cookies.
    C. hyperlinks.
    D. a site map.

40. Hannah likes hanging out with her friend Tyler because Tyler is kind, considerate, friendly, and positive. In fact, when Hannah is around Tyler she feels more positive, too. Which step in the process of maintaining a positive attitude does this illustrate?
    A. Stay healthy.
    B. Surround yourself with positive people.
    C. Think positively.
    D. Realize that it won't happen overnight.

41. A hotel restaurant might ask a vendor to send a sample of its table linens to evaluate the product's
    A. benefits.
    B. cost.
    C. purpose.
    D. quality.

42. Nikolas always completes any tasks assigned to him and follows up with guests to ensure their satisfaction. What ethical principle does Nikolas demonstrate?
    A. Trustworthiness
    B. Honesty
    C. Fairness
    D. Respect

43. Which of the following is a service that is offered by the travel and tourism industry:
    A. Complimentary offers
    B. Group arrangements
    C. Health requirements
    D. Familiarization trips

44. Lachlan needs to arrive at a conference by Tuesday evening. If Lachlan flies out Tuesday morning, he'll save money on hotel costs. However, there is a risk that his flight will be delayed and he won't make it in time. If Lachlan's company goes ahead and schedules the flight for Tuesday morning, how is the company handling that risk?
    A. Retaining
    B. Transferring
    C. Avoiding
    D. Preventing/Controlling

45. The hospitality industry consists of _____ businesses.
    A. staffing, financial, and fine dining
    B. lodging, mortgage, and transportation
    C. entertainment, channel management, and real estate
    D. entertainment, lodging, and food and beverage

46. Which of the following is part of closing a sale:
    A. Establishing a buyer-seller relationship
    B. Discovering the customer's needs/wants
    C. Writing a follow-up message
    D. Completing the necessary paperwork

47. Every Monday morning, the service station owners in Freeland have breakfast and decide what price they will all charge for gasoline that week. They agree to charge the same price since there are no other service stations for many miles. Which piece of government legislation of competition are they violating?
    A. Clayton Act
    B. Robinson-Patman Act
    C. Sherman Antitrust Act
    D. Celler-Kefauver Antimerger Act

48. What can you do to help your company control expenses?
    A. Focus strictly on how much work you can get done.
    B. Follow company policies and procedures.
    C. Carry out research and development activities.
    D. Handle sales transactions as quickly as possible.

49. Which of the following is an example of promotion in the hospitality industry:
    A. A general manager sends hotel employees an email regarding insurance policy changes.
    B. A hotel advertises a free breakfast buffet for guests on select mornings during slow seasons.
    C. A guest orders room service at a European bed and breakfast inn.
    D. A resort reservationist asks a guest if they would like a beachfront room.

50. Prem requests a good from a company that does not typically make that product. What did Prem request from the company?
    A. Special order
    B. Dummy invoice
    C. Implied warranty
    D. Payroll

51. How can an employee show initiative during a power outage at work?
    A. Scroll through social media
    B. Wait until power is restored to begin working
    C. Go home since no work can be done
    D. Complete tasks that don't require electricity

52. What trend has resulted from the desire of the hospitality and tourism industry to gain a competitive advantage by exceeding customer expectations?
    A. Increased emphasis on training
    B. Increased attention to legal issues
    C. Increased emphasis on customer safety
    D. Increased attention to sustainable resources

53. Kevin recently purchased a car by taking out a loan from the bank. However, Kevin is unable to pay back the loan, and the bank seizes the vehicle. The bank was able to do this because the car had a
    A. ledger.
    B. rebate.
    C. warranty.
    D. lien.

54. Mike and Sue need a source of credit to finance the purchase of their first home. Which of the following sources of credit would best fit their need:
    A. Sales finance companies
    B. Credit unions
    C. Savings and loan associations
    D. Commercial banks

55. Why should hotels train their staff on using guest recovery solutions?
    A. To reduce a hotel's legal obligations to unsatisfied customers
    B. So they can inform unhappy customers of the hotel's policies
    C. So they understand that recovery solutions are required by law
    D. To empower staff members to resolve customer service complaints

56. When a customer is injured in an accident at a place of business, employees should try to
    A. examine the injured customer.
    B. determine the severity of the injury.
    C. move the customer to a comfortable area.
    D. keep the incident to themselves.

57. Statistical findings indicate that the sales for an automaker's environmentally friendly hybrid cars increased by a minimum of eight percent each quarter last year. Based on the information provided, what can the automaker conclude?
    A. Trends indicate an ongoing demand for more fuel-efficient vehicles.
    B. Most families care about the environment, but prefer driving SUVs.
    C. The company needs to increase its budget for research and development.
    D. The automaker should reduce the production of its line of luxury cars.

58. Which of the following is considered a best practice that most companies can use to implement enterprise risk management strategies:
    A. Avoiding the use of metrics
    B. Circumventing creativity
    C. Maintaining inflexibility
    D. Defining risk philosophy

59. Ensuring that customer data is safe helps businesses _____ customers.
    A. educate
    B. build trust with
    C. communicate with
    D. phish

60. Which of the following examples illustrates the concept of product in the hospitality industry:
    A. A bed-and-breakfast advertising private hot tubs and a fireplace in each room
    B. A conference center making reservations at other properties
    C. A resort promoting that it treats guests like family
    D. A cruise ship providing a list of rental car agencies located at ports of call

61. After preparing the final draft of a letter of application, the job applicant should _____ the letter.
    A. deliver
    B. mail
    C. revise
    D. proofread

62. Describe the relationship between stocks and bonds.
    A. When stock prices rise, bond prices fall.
    B. Stock and bond prices are unrelated.
    C. When stock prices fall, bond prices fall.
    D. When stock prices rise, bond prices rise.

63. If a company wants to promote specific products to previous customers, what would be the best way for it to obtain the necessary data for a mailing list?
    A. By reviewing its marketing research plans
    B. By searching its own customer database
    C. By purchasing information from competitors
    D. By purchasing data from outside researchers

64. Finemart's bookkeeper journalizes the business's income and expenditures at the time they occur even if no money changes hands at that time. Finemart uses the _____ accounting method to record transactions.
    A. cash
    B. tax
    C. managerial
    D. accrual

65. Which of the following do employees have the right to do?
    A. Not be fired
    B. Form unions
    C. Have unrestricted internet access
    D. View all human resources files

66. A circumstance that often motivates people to select one lodging facility over another is the
    A. use of positioning strategies.
    B. food and beverage tax rate.
    C. location of the property.
    D. seller's personal preferences.

67. The primary purpose of conducting random product inspections in manufacturing processes is to
    A. assess employees' ideas.
    B. improve product value.
    C. achieve sales goals.
    D. monitor quality consistency.

68. What type of chart would be best to illustrate room bookings for nine individual months?
    A. Bar chart
    B. Venn diagram
    C. Scatter chart
    D. Pie chart

69. Which of the following is the most serious consequence for an employee who fails to follow the business's rules of conduct:
    A. Suspension
    B. Dismissal
    C. Verbal warning
    D. Written documentation

70. Riley is a 28-year-old young professional who enjoys experiencing new cultures. Instead of traveling with family or friends, she prefers to make solo trips. Traveling alone allows her to truly enjoy her experience without the distraction of others. The growing popularity of solo travel is a(n) _____ impacting the hospitality and tourism industry.
    A. technological change
    B. guest trend
    C. economic trend
    D. regulatory shift

71. Height and weight are examples of _____ traits.
    A. psychological
    B. emotional
    C. mental
    D. physical

72. What is a common result of a company cultivating good labor relations with its employees?
    A. Employee turnover
    B. Increased workplace conflicts
    C. Motivated employees
    D. Reduced employee loyalty

73. Which of the following is an example of a business policy that might help build a loyal clientele:
    A. Increase earnings
    B. Locate potential leads
    C. Prepare sales presentations
    D. Provide quality maintenance

74. After Selina caters an event, she makes sure to save her client's information for future use. This is an example of the following stage in a record's life cycle:
    A. Destroying
    B. Creating
    C. Storing
    D. Retrieving

75. Which of the following is an example of a way that a company can use descriptive statistics to make business decisions:
    A. A travel website analyzes competitors' prices to determine its own pricing strategies.
    B. An airline determines the average number of empty seats to know whether to cancel a flight.
    C. A restauranteur studies environmental reports when choosing a city for their new restaurant.
    D. A hotel owner analyzes customer reviews to determine which manager deserves a promotion.

76. When ethics are part of information management,
    A. piracy is more likely.
    B. information is better protected.
    C. personal privacy can be invaded.
    D. personal files can be corrupted.

77. What should you do when you become annoyed with coworkers or customers?
    A. Treat them the way you want them to treat you.
    B. Complain about them during a staff meeting.
    C. Avoid talking with them whenever possible.
    D. Tell them to be quiet and stop bothering you.

78. Which of the following is a procedure that a tour operator might use when handling emergency situations such as natural disasters:
    A. Activate alarm system
    B. Assist with evacuation
    C. Protect private property
    D. Provide medical advice

79. Which of the following actions would best help a company protect its social media accounts:
    A. Posting on social media three times a day
    B. Allowing all employees to view the login info
    C. Asking all employees to monitor the accounts
    D. Changing login passwords regularly

80. Cool Cola recently developed a new flavor of soda. The company has generated customer interest in the new product via commercials and coupons. As a result, wholesalers and retailers are buying the new soda from Cool Cola to meet customer demand. This is an example of a(n) _____ promotional strategy.
    A. decreasing
    B. push
    C. increasing
    D. pull

81. Why do many businesses analyze and interpret the marketing information contained in their databases?
    A. To prepare reports
    B. To file their taxes
    C. To write surveys
    D. To formulate orders

82. A well-established restaurant wants to add new items to its menu. To better understand what current customers would enjoy, the restaurant's marketers decide to conduct informal interviews. This is an example of
   A. quantitative data.
   B. primary research.
   C. secondary research.
   D. outsourcing.

83. Roy was reprimanded by his supervisor about his lack of punctuality and poor attendance. Roy stormed out of the supervisor's office, slamming the door behind him. Which of the following guidelines for handling criticism has Roy ignored:
   A. Maintain self-control.
   B. Take criticism lightly.
   C. Determine who is at fault.
   D. Accept whatever happens.

84. A manufacturer that wants to reduce the cost of producing a product should strive to improve the firm's
   A. sales.
   B. productivity.
   C. capital.
   D. profits.

85. One of the primary purposes of customs regulations is to
   A. make it more difficult for illegal immigration to occur.
   B. standardize a country's higher education system.
   C. prevent illegal materials from exiting or entering a country.
   D. organize the domestic economy by industry sector.

86. What is the difference between a vision and a goal?
   A. A vision is long term and broad, whereas a goal is specific and measurable.
   B. A vision reflects your present life, whereas a goal reflects your future life.
   C. A vision examines your past mistakes, whereas a goal focuses on your successes.
   D. A vision is unrealistic and unattainable, whereas a goal is realistic and attainable.

87. Jackie is a manager with the SDP Company and is establishing a systematic way for her department to complete a long-term assignment. What function of management is Jackie carrying out?
   A. Controlling
   B. Staffing
   C. Leading
   D. Organizing

88. Fairness and justice are
   A. present in every workplace in America.
   B. not necessary in every workplace.
   C. frequently taken for granted at work.
   D. essential to an ethical workplace culture.

89. Which of the following should be adjusted as demand for a product changes:
    A. Assortment
    B. Expansion
    C. Promotion
    D. Management

90. Ryan is a manager at a software development company. At the end of each month, he reflects on his team's progress to ensure that it was in line with the company's overall goals. He then decides what work needs to be done the following month. This is an example of which of the following business practices:
    A. Operations management
    B. Human resources planning
    C. Supply chain management
    D. Managerial planning

91. Determine the reason for the following conflict: As Matthew was leaving the office to go to an important dinner meeting, his manager asked him to work late on a project with a tight deadline.
    A. Unclear boundaries
    B. Competing situations
    C. Unclear expectations
    D. Miscommunication

92. Guidelines for selling activities that involve customer interaction are called _____ policies.
    A. service
    B. selling-activity
    C. prospecting
    D. terms-of-sale

93. Which of the following statements regarding staff meetings is true:
    A. It's best to avoid speaking up unless you have a brilliant idea.
    B. It's OK to work on other things during a meeting.
    C. Note-taking during meetings makes you seem overenthusiastic.
    D. You should contribute something to every meeting.

94. When an entrepreneur waits to release their product or service until it is completely ready for the market, they are demonstrating their
    A. lack of efficiency in the manufacturing process.
    B. lack of faith in the product and its benefits.
    C. confidence in the product and its benefits.
    D. inability to keep up with a fast-moving business world.

95. What are three types of credit card processing fees?
    A. Balance transfer, assessment, and interchange fees
    B. Assessment, payment processing, and cash advance fees
    C. Interchange, assessment, and payment processing fees
    D. Interchange, interest, and payment processing fees

96. When you abide by the chain of command, you are more likely to
    A. develop strong professional relationships.
    B. contribute to your company's inefficiency.
    C. experience problems with redundancy/confusion.
    D. get in trouble with upper level management.

97. A primary reason that employees experience burnout in the workplace is because they
    A. become bored with the work.
    B. obtain feedback from managers.
    C. interact with coworkers.
    D. receive new work assignments.

98. An expensive jewelry store provides computer tablets with a fun jewelry design game to entertain customers' children. The store is
    A. accommodating the needs of parents.
    B. encouraging children to visit the store.
    C. developing a new jewelry line for kids.
    D. preventing children from touching displays.

99. Manisha received a gift card to an unfamiliar restaurant. When she decided to use the gift card, she loved her meal and became a regular customer. This is an example of how
    A. gift cards maximize revenue.
    B. it takes time for gift cards to be effective.
    C. selling gift cards increases brand awareness.
    D. gift cards reward loyal customers.

100. Lilly, an employee at a large hospital, frequently uses social media to voice her frustrations with her work environment. Several of Lilly's posts specifically reference her concerns about the cleanliness and safety protocols of the hospital. The hospital, which prides itself on its commitment to quality care, has experienced backlash because of Lilly's posts—and a significant decrease in new patients. This example demonstrates how employee social media use
    A. can lead to defamation claims.
    B. is inherently bad and should be prohibited.
    C. can harm organizational public relations.
    D. is unable to impact the larger organization.

1. A

Quality assurance. Quality assurance is a process businesses use to prevent defective products from being created, not just to eliminate or correct them after they've already been produced. Quality control is a process businesses use to check for defects after products have been created. Quality improvement is a business's ongoing commitment and willingness to make changes for the purpose of maintaining quality. Excellence refers to usefulness and good performance in products, but quality excellence is not a term used in quality management.

SOURCE: QM:001 Explain the nature of quality management

SOURCE: LAP-QM-001—Keep It Quality (Nature of Quality Management)

2. D

Reading the entire form to follow directions. To make a good impression, it is important to complete the job application accurately and neatly. By reviewing the form, the applicant has the opportunity to read the directions and scan the format. This step may prevent the applicant from placing information on the wrong line or in the wrong section. Application forms vary by company, so the order in which the work history, educational background, or references are completed is not important. Applicants fill out the questions that do apply to them, and write "not applicable" for the questions that do not apply to them, as they get to the questions rather than completing or identifying them initially.

SOURCE: PD:027 Complete a job application

SOURCE: Doyle, A. (2022, March 10). *A step-by-step guide to the job application process*. Retrieved August 9, 2024, from https://www.thebalancemoney.com/job-application-process-2061600

3. D

Are safe and clean. Hospitality products differ a great deal and include such items as a meal in a restaurant and a sleeping room at a lodging facility. The guests have a right to expect that the facility provides clean linens and disinfected bathrooms. Guests expect that the locks on the doors are adequate to keep them safe from intruders and that measures have been taken to keep guests from tripping over loose carpet. Guests have the right to expect that the food that they purchase is safe and free from bacteria. Since each individual has different standards, it is not realistic to expect hospitality businesses to meet everyone's standards. For example, a hotel restaurant cannot create every menu entree to make each guest happy. The restaurant must consider several factors including the target market and costs associated with the food. Amenities are the "extras" that a hospitality business provides—the extras that guests do not usually expect. Each country and local government has different regulations that hospitality businesses must follow.

SOURCE: BL:135 Describe the rights of customers in the hospitality and tourism industry

SOURCE: U.S. Consumer Product Safety Commission. (n.d.). *Retailers: Product safety and your responsibilities.* Retrieved August 12, 2024, from https://www.cpsc.gov/Business—Manufacturing/Business-Education/Business-Guidance/Retailers-Product-Safety-and-Your-Responsibilities

4. A

Contact the vendor directly. If you want product specifications about equipment, you should contact the vendor or manufacturer directly. Submitting a quotation to management, writing a product review, and developing a cost/benefit analysis will not help you get the desired product information.

SOURCE: CO:040 Write inquiries

SOURCE: Ecwid. (2024, May 28). *The science of contacting suppliers and manufacturers as a business.* Retrieved August 8, 2024, from https://www.ecwid.com/blog/contacting-suppliers-when-you-are-just-starting-a-business.html

5. D

Buffer. Buffer inventory is a surplus in stock that a business maintains in case of an unexpected need, such as from supply chain failure, transportation delays, sudden demand, etc. Transit inventory is the inventory that has been shipped by the seller but not yet received by the buyer. Perpetual inventory is a recording method that continuously updates inventory information. Just-in-time inventory is an inventory method in which goods are ordered so that they arrive when they are needed, rather than being stockpiled.

SOURCE: OP:336 Discuss types of inventory

SOURCE: Lopienski, K. (2023, August 14). *Buffer inventory: How it can make or break a business.* Retrieved August 12, 2024, from https://www.shipbob.com/blog/buffer-inventory/

6. B

Executive summary. The executive summary provides an overview of the important aspects or main points of the entire report. It is written for a reader who may not have time to read the entire report in detail. It is common in all report formats, but most common in lengthy or overly technical reports. The table of contents helps provide guidance for the contents of the report and also indicates where parties only interested in certain aspects can find them. The findings and analysis section exists within the main body of the report and provides the details of how report information was determined, along with an analysis of the evidence. The report introduction provides the reader with the purpose of the report and any information that will help them understand or interpret the findings, including a statement of the problem or the boundaries of the report's scope.

SOURCE: CO:091 Write executive summaries

SOURCE: Means, T. (2019). *Business communication* (3rd ed.) [Lesson 9.3]. Boston, MA: Cengage Learning, Inc.

7. B

Creating a storyboard. Creating a storyboard helps you plan the text and illustrations for a presentation and determine the work that will need to be done to create the presentation. Developing a schedule can help with the planning of the work but does not help plan the actual content. Creating the needed slides and planning the slide transitions can only be done after a plan for the content is developed.

SOURCE: NF:290 Prepare and use presentation software to aid in making oral reports

SOURCE: Vyond. (2021, January 11). *What is a storyboard and how do you create one?* Retrieved August 12, 2024, from https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/

8. A

$750. An increase in interest rates affects businesses by making it more expensive to borrow money for routine operating activities such as purchasing inventory. When the business borrowed $50,000 at 6% interest last year, it paid $3,000 in interest ($50,000 X 6% [or .06] = $3,000). When it borrowed $50,000 at 7.5% interest this year, it paid $3,750 in interest ($50,000 X 7.5% [or .075] = $3,750). So, the business needed to pay $750 more in interest this year than it paid last year to purchase inventory ($3,750 − $3,000 = $750).

SOURCE: EC:084 Explain the economic impact of interest-rate fluctuations

SOURCE: Heakal, R. (2024, August 12). *Forces that cause changes in interest rates.* Retrieved August 9, 2024, from https://www.investopedia.com/insights/forces-behind-interest-rates/

9. C

New personnel regulations. Most businesses prepare a variety of internal reports that are intended to inform employees about changes in policies and procedures. These internal reports often explain new personnel regulations. If employees analyze the reports, they will be able to understand and comply with the new personnel policies and procedures. Businesses do not share customer profiles with all employees. Internal business reports concerning policies and procedures usually do not explain industry research data or list former local competitors.

SOURCE: CO:057 Analyze company resources to ascertain policies and procedures

SOURCE: Moore, M. (n.d.). *Why have personnel policies & procedures?* Retrieved August 8, 2024, from https://smallbusiness.chron.com/personnel-policies-procedures-1234.html

10. C

Responding to negative and positive online reviews. Online reviews of products on social media can have a huge impact. A business can increase customer satisfaction post-sale by responding to online reviews. This shows that the business cares about its customers and can lead to repeat business. Posting about the release of a product line, obtaining new followers that could make a purchase, and offering discounts for first-time customers are not related to customers' post-sale experiences.

SOURCE: CR:028 Use digital media to enhance customer post-sales experience

SOURCE: Wilson, C. (2018, February 26). *8 ways to improve your post-purchase customer experience*. Retrieved August 12, 2024, from https://www.brandwatch.com/blog/ways-to-improve-post-purchase-customer-experience

11. D

Improved cash flow. Cash flow is the amount of cash a business has to work with at any given time. By accepting credit card payments, businesses often experience faster payment times and shorter delays, which improves their cash flow. Processing fees are fees charged for the facilitation of credit card payment by a merchant account or payment service provider. Chargebacks are disputed transactions initiated by customers. Processing fees and chargebacks are not beneficial to a business. Wage expenses are not typically connected to acceptance of credit card payments.

SOURCE: FI:789 Discuss considerations in accepting credit-card payments

SOURCE: Lake, R. (2024, April 25). *How to accept credit card payments.* Retrieved August 12, 2024, from https://www.investopedia.com/how-to-accept-credit-card-payments-5078027

12. B

Raw-goods producers. Raw-goods producers provide goods in their natural, or raw, states. Some raw-goods producers include farms, mines, fisheries, and lumber companies. Raw-goods producers do not refine or change the raw goods to make them into finished goods, but they provide the raw goods without which other producers could not make their products. Farms, mines, and lumber companies are not considered manufacturers, trade industries, or builders.

SOURCE: EC:070 Explain the role of business in society

SOURCE: LAP-EC-070—Business Connections (Business and Society)

13. A

Training employees in company procedures. Developing uniform, company-approved procedures, and then training employees to follow those procedures, is the best way to provide consistency across customer service experiences. Limiting the customer base would have a negative effect on the business. Neither flexible schedules for employees nor diversity in the workforce are related to consistent customer service.

SOURCE: CR:043 Describe customer-service challenges in the hospitality and tourism industry

SOURCE: Kennedy, K. (2024, February 23). *Why consistency is vital for restaurant operations.* Retrieved August 12, 2024, from https://tripleseat.com/blog/why-consistency-is-vital-for-restaurant-operations/

14. B

Age. Age is a personal influence on buying behavior. It tends to affect a person's needs, wants, tastes, preferences, etc. Family is a social influence on buying behavior. Time constraints are a situational influence on buying behavior. Culture is a separate influence on buying behavior that refers to the traditions and values that are passed down through generations.

SOURCE: MK:014 Explain factors that influence customer/client/business buying behavior

SOURCE: LAP-MK-014—Cause and Effect (Buying Behavior)

15. A

Business risk. The firm's business risk increased because of the chance of accident or injury, which could result in lawsuits, medical expenses, and other losses. Economic risks are risks caused by changes in the market that force a lowering of prices, a change of product, or failure of businesses. Increased sales and employment would be positive outcomes of a business's policy.

SOURCE: OP:007 Follow safety precautions

SOURCE: Kenton, W. (2024, June 12). *Business risk: Definition, factors, and examples.* Retrieved August 9, 2024, from https://www.investopedia.com/terms/b/businessrisk.asp

16. A

Scope. A project's scope is what it will and will not include. It is the work that will actually be done for the project. It is important to monitor scope because projects have the tendency to change over time. As you start working on your project, you may realize that you need to add to or take away from its scope—in Madison's case, her team needed to add to its project scope. Budget, quality, and schedule are all aspects of a project that require attention, but they are not demonstrated in this example.

SOURCE: OP:520 Monitor projects and take corrective actions

SOURCE: LAP-OP-520—Check Your (Project) Pulse (Monitoring Projects and Taking Corrective Actions)

17. C

Directing. Directing is the management function of providing guidance to workers and work projects. Controlling is the management function that monitors the work effort. Staffing is the management function of finding workers for the business. Organizing is the management function of setting up the way the business's work will be done.

SOURCE: SM:001 Explain the concept of management

SOURCE: LAP-SM-001—Manage This! (Concept of Management)

18. A

Manage customer experience during peaks in demand. Hospitality and tourism businesses often experience peaks in demand and need to manage customers' experiences when busy. Lucia's Bistro experiences peaks in demand during regular dinner hours. Lucia's Bistro needs to manage this demand without angering impatient customers or losing business. The restaurant can shift demand by offering deals that draw people into the restaurant earlier, spreading demand out and making it easier to manage. Offering half-off appetizers will not necessarily increase gross sales margins, improve product quality, or reduce the number of customers.

SOURCE: CR:038 Identify strategies to manage customer experience during peaks in demand

SOURCE: Yatzus, H. (2023, June 6). *Best practices for managing food and beverage service during peak hours.* Retrieved August 12, 2024, from https://pourmybeer.com/managing-beverage-service-peak-hours/

19. B

Hourly. The term "wage" is typically associated with an hourly workforce, which is workers whose compensation is documented and paid by the number of hours worked. Salaries are money payments for labor that, unlike hourly wages, are typically expressed in annual figures. The term "wage" is not necessarily associated with an aging or qualified workforce.

SOURCE: FI:061 Describe sources of income and compensation

SOURCE: Indeed. (2023, February 3). *Differences between wages vs. salaries (Plus pros and cons).* Retrieved August 9, 2024, from https://www.indeed.com/career-advice/career-development/wages-vs-salary

20. A

They are difficult to standardize. Unstructured data are any kind of data—often qualitative—that don't have a recognized structure, aren't easy to normalize, and are difficult to search through. When a company uses unstructured data, the data are stored in a native format rather than a normalized spreadsheet or table. Unstructured data often contain more text than numbers and figures, making them more difficult to standardize. Content from emails, social media posts, chat records, web content, audio recordings, video recordings, and photos are all considered unstructured data. Structured data are quantitative data that are in a format that a database can easily read and understand. Structured data are often generated into a table or spreadsheet format.

SOURCE: NF:285 Identify challenges with the use of unstructured business data

SOURCE: Hall, D. (2024, January 2). *Structured vs unstructured data comparison 2024.* Retrieved August 12, 2024, from https://technologyadvice.com/blog/information-technology/structured-vs-unstructured-data/

21. C

Make eye contact. Looking customers in the eye is one way of demonstrating a customer-service mindset. It shows that employees are focused on customers and their needs. Failing to make eye contact indicates indifference and could cause customers to believe employees don't care about them or their needs. Other ways of demonstrating a customer-service mindset include varying the tone of voice, rather than speaking in a monotone, and smiling at customers, rather than keeping a straight face. It is important to maintain good posture, although that doesn't mean employees should stand at attention.

SOURCE: CR:004 Demonstrate a customer service mindset

SOURCE: Fontanella, C. (2022, May 9). *13 body language tips that can make or break your customer service.* Retrieved August 8, 2024, from https://blog.hubspot.com/service/body-language-in-customer-service

22. B

Product bundling. Bundling is a marketing strategy that involves offering several products for sale as one combined product. When done right, product bundling can lead to increased sales for businesses and greater customer satisfaction. An example of product bundling is a homeowners and auto insurance package for less than the price of buying each product separately. Another example is a meal from a fast-food restaurant that combines a burger, fries, and a drink for one low price. Sales volume analysis is a breakdown of sales volume data that allows a company to measure its actual sales against a number of different criteria. Product awareness refers to the target market's knowledge and understanding of a certain brand or product. Channel management refers to processes by which marketers ensure that products are distributed to customers efficiently and effectively.

SOURCE: PM:041 Describe the nature of product bundling

SOURCE: Leonard, K. (2018, October 23). *Product bundling strategy.* Retrieved August 12, 2024, from https://smallbusiness.chron.com/product-bundling-strategy-41789.html

23. D

To prevent damaging the company's image. Elimination of products must be done carefully to prevent damaging the company's image. Some weak products can be dropped immediately, but others should be eliminated slowly so that customers have time to find replacements. Some companies continue to provide service for a discontinued product in order to retain customer goodwill. Eliminating weak products is not governed by law. A weak product has already been through commercialization and has failed to be profitable. Eliminating weak products will not make higher prices acceptable to consumers.

SOURCE: PM:001 Explain the nature and scope of the product/service management function
SOURCE: LAP-PM-017—Serving Up Products (Nature of Product/Service Management)

24. D

Showing concern for customers' lengthy wait. A moment of truth in customer service is an interaction during which a customer can form a lasting impression of your company. One way that employees can create positive moments of truth is to demonstrate empathy and concern when customers are experiencing frustration. Customers who feel that the company cares about them will be more likely to form a positive impression. A customer satisfaction survey will not necessarily create a positive moment of truth. Following a script when talking to customers can make the customer feel unimportant and unheard. Finally, aggressively upselling to customers does not necessarily create a positive moment of truth; rather, pushing costlier sales can create a negative impression.

SOURCE: CR:055 Deliver positive moments of truth
SOURCE: Tincher, J. (2023, October 8). *Customer journey moments of truth (Shift your focus).* Retrieved August 12, 2024, from https://heartofthecustomer.com/focus-on-moments-of-truth/

25. D

Brand values. When developing its brand promise, a company must first think of its brand values. Brand cues and touchpoints can be ways to communicate brand values. A private brand is owned by the intermediary (retailer, wholesaler, or other distributor) that sells the brand rather than the manufacturer.

SOURCE: PM:206 Explain the nature of corporate branding
SOURCE: LAP-PM-206—Corporate Identity (Nature of Corporate Branding)

26. A

Obedience to authority. People have a natural tendency to want to please authority figures, such as their parents, teachers, and bosses. Authority figures have power and influence that can be difficult to contradict. People are willing to believe and go along with what their superiors tell them because they trust their bosses to do the right thing. This is an example of how obedience to authority can impact ethical decision-making in finance. Conformity/Groupthink involve the tendency to behave in the same way that everyone else does, rather than exercising one's own judgment. Incrementalism refers to the diminishing of ethical values over time. Self-interest refers to the tendency of an individual to look out for themselves.

SOURCE: FI:355 Discuss the role of ethics in finance
SOURCE: LAP-FI-355—Money Morals (The Role of Ethics in Finance)

27. A

Adventure sales specialist. Adventure sales specialists help travel organizations and hotels offer specialized outdoor adventures for their guests and clients. Max's degree in marketing would be useful in promoting sales and his interest in travel, kayaking, and mountain climbing would provide him with a lot of helpful knowledge when researching, planning, and recommending adventures. While he might be a good wedding planner, hotel desk clerk, or human resources director, Max is most qualified for a career as an adventure sales specialist.

SOURCE: PD:272 Explain career opportunities in hospitality and tourism

SOURCE: CRR Hospitality. (2024, January 4). *The rise of outdoor adventure tourism: What it means for campgrounds.* Retrieved August 12, 2024, from https://crrhospitality.com/blog/the-rise-of-outdoor-adventure-tourism-what-it-means-for-campgrounds/

28. B

Hotel employee recommending local attractions. Front desk employees often tell guests about the area's attractions to encourage tourism, which strengthens the local economy. In the example, the front desk clerk is telling the guest about an outdoor play (attraction) in the area. Therefore, a hotel employee is recommending local attractions. The front desk clerk is not providing guided tour information. There is not enough information provided to determine if the guest asked the front desk clerk about festivals and tours or if the guest collected tour brochures from the lobby display rack.

SOURCE: SE:221 Recommend hospitality and tourism services

SOURCE: Owens, D. (n.d.). *Chapter 6. Entertainment.* Retrieved August 12, 2024, from https://opentextbc.ca/introtourism/chapter/chapter-6-entertainment/

29. C

Include receipts for purchases. As Rowan is preparing his personal property inventory, he should include detailed descriptions, locations, serial numbers, dates purchased, purchase prices, current values, photos and/or videos, and receipts, if possible. Rowan should include family heirlooms and photographs, and he should take inventory of any garage or shed on the property. His descriptions should be as detailed and specific as possible.

SOURCE: FI:562 Determine personal net worth

SOURCE: Clark, A. (2020, January 18). *How to make a personal property inventory list.* Retrieved August 9, 2024, from https://brinkshome.com/smartcenter/how-to-make-a-personal-property-inventory-list

30. C

Completing invoice forms with as much detail as possible. Invoices are only as valuable as the information they contain. Invoices should be completed with as much detail as possible to avoid conflicts between the client and the seller like the one described above. Vague descriptions of the services promised can lead to confusion, disagreement, and overall client dissatisfaction. For example, "five hours of DJ service including speakers, lighting, setup, and cleanup" is a much better description for an invoice than "five hours of DJ service." It is also important to make sure that client information is accurate on invoices so that clients can be reached for further questions or concerns. Following up on late or unpaid invoices and running regular profit and loss reports on invoices to date are also best practices for businesses; however, these are not described in the example.

SOURCE: OP:184 Track invoices

SOURCE: FreshBooks. (2024, July 22). *How to keep track of invoices and payments: A guide.* Retrieved August 12, 2024, from https://www.freshbooks.com/hub/payments/keep-track-of-invoices-and-payments

31. C

Being organized. Being organized is often the key to a successful project. The manager must be able to take ideas and bring each piece together in an orderly way to achieve project goals. The manager assigns tasks, prepares schedules, and monitors the progress. Therefore, the manager needs to have the ability to stay organized and focused to keep the project on target. When managing projects, it is important to handle complaints rather than simply listen to them. Requirement modifications should be made only if necessary. Requiring reports is not the key to successfully managing a project. In fact, simple projects often do not require reports.

SOURCE: OP:002 Apply project-management tools to monitor and communicate project progress

SOURCE: Kissflow. (2024, June 3). *How to stay organized at work and manage projects better—9 simple steps.* Retrieved August 9, 2024, from https://kissflow.com/project/how-project-managers-stay-organized-at-work/

32. C

Blinds for a nonstandard-size window. A special order is a request for a custom product or a product that a vendor does not normally carry in stock. Window blinds may need to be custom made or special ordered for windows that are an unusual size. Standard replacement parts for popular items on the market (e.g., windshield wipers, phone chargers, ink cartridges) are usually carried in stock and do not require special ordering.

SOURCE: OP:250 Describe types of purchase orders

SOURCE: DeLanghe, J. (2024). *Top tips for managing custom orders.* Retrieved August 12, 2024, from https://www.etsy.com/seller-handbook/article/top-tips-for-managing-custom-orders/22821490639

33. A

The opportunity to create targeted marketing campaigns. The opportunity to create targeted marketing campaigns is one benefit of customer relationship management. The more you know about your customers and their changing needs and wants, the more you know what kinds of marketing communications they will respond to. CRM does not provide an error-free work force. It should result in an *increase* in customer advocacy. It should help the business increase its profits, but it will not necessarily double them.

SOURCE: CR:016 Discuss the nature of customer relationship management

SOURCE: LAP-CR-016—Know When to Hold 'Em (Nature of Customer Relationship Management)

34. C

Psychographic segmentation. Psychographic segmentation separates customers into groups based on variables such as customers' personality and lifestyle—in other words, customers' individual qualities or traits and the ways in which people lead their daily lives. Behavioral factors separate markets based on rate of use, benefits derived, loyalty response, and occasion response. Geographic segmentation involves grouping customers according to where they are located. Demographic segmentation divides a market based on its physical and social characteristics such as age, gender, race, or income.

SOURCE: MP:003 Explain the concept of market and market identification

SOURCE: LAP-MP-003—Have We Met? (Market Identification)

35. D

Giving up control over your own life. Blaming others for your mistakes means that you are giving up control over your own life. If you can't take responsibility for your mistakes, then you can't take credit for your successes! Blaming others isn't smart or strategic, and it will usually get you in *more* trouble than you might have been in in the first place. Blaming others for your mistakes is a destructive habit, but it can be broken. It doesn't necessarily mean that a person will never learn responsibility.

SOURCE: EI:075 Take responsibility for decisions and actions

SOURCE: LAP-EI-075—It's Up to You (Taking Responsibility for Decisions and Actions)

36. B

Gross private domestic investment. Gross private domestic investment includes investment in both residential and nonresidential buildings and equipment as well as changes in the value of business inventories. In this case, a new computer system would be considered part of the business's equipment. Personal consumption expenditures are purchases made for ultimate consumption and do not include private industry. Government purchases include only purchases made by local, state, and federal governments. Net exports of goods and services is the difference between what one country buys from other countries and what it sells to other countries.

SOURCE: EC:017 Explain the concept of Gross Domestic Product (GDP)
SOURCE: Fernando, J. (2024, June 3). *Gross domestic product (GDP) formula and how to use it.* Retrieved August 9, 2024, from https://www.investopedia.com/terms/g/gdp.asp

37. C

Comparing the information with other articles about the topic. When other articles from reputable sources confirm the information from the original article, the information in the original article is more likely to be reliable. Evaluating the author's writing style, gathering internal reports from the company's database, and asking others for their opinions are not actions that will verify the reliability of the article's information.

SOURCE: NF:079 Evaluate quality and source of information
SOURCE: Cooper, M. (n.d.). *How to determine the validity of a research article*. Retrieved August 9, 2024, from https://classroom.synonym.com/determine-validity-research-article-5035804.html

38. C

Electronic key cards. These offer excellent security for hotel guests as they do not contain a hotel room number so that if one is lost or stolen it cannot be easily traced. Metal detectors are used in airports to check passengers entering boarding areas. Retailers use radio frequency identification tags, which are attached to expensive merchandise, to reduce the risk of shoplifting. A property management system is used to store information about reservations, room availability, and room rates.

SOURCE: OP:115 Explain security considerations in the hospitality and tourism industry
SOURCE: Mehl, B. (2022, December 1). *This is how hotel key cards work.* Retrieved August 12, 2024, from https://www.getkisi.com/blog/how-do-hotel-key-cards-work

39. C

Hyperlinks. A hyperlink is a component of an electronic document that can be clicked on to jump to another place within the document or into a different document. By linking the inn's website with the website of area attractions, the site visitor can immediately go to an attraction's website to obtain further information such as location, hours, services, etc. A portal is a popular starting point for surfing online (e.g., Yahoo!). Cookies are mechanisms used by websites to track users' browsing histories. A site map is a flowchart that puts information on the web in a logical format, so that internet users can find what they are looking for.

SOURCE: NF:042 Create and post basic web page
SOURCE: Mineo, G. (2023, May 4). *How to create a link to jump to a specific part of a page.* Retrieved August 9, 2024, from https://blog.hubspot.com/marketing/jump-link-same-page

40. B

Surround yourself with positive people. When Hannah feels more positive hanging out with Tyler, she's illustrating the "surround yourself with positive people" step in the process of maintaining a positive attitude. By hanging out with a positive friend, she feeds her own optimism. Likewise, if she hangs out with a negative friend, her own attitude will suffer. Thinking positively, realizing it won't happen overnight, and staying healthy are all steps in the process of maintaining a positive attitude, but they are not illustrated by Hannah's actions.

SOURCE: EI:019 Exhibit a positive attitude
SOURCE: LAP-EI-019—Opt for Optimism (Positive Attitude)

41. D

Quality. Many vendors are willing to provide samples of their products so that potential buyers can see, touch, and inspect the quality and durability of the items firsthand. Businesses do not need a product sample to evaluate the item's cost, purpose, or benefits.

SOURCE: PM:239 Evaluate vendors' goods and services

SOURCE: AMZ Ignition. (2024). *How to request product samples from suppliers*. Retrieved August 12, 2024, from https://www.amzignition.com/requesting-product-samples/

42. A

Trustworthiness. Trustworthiness means being reliable and deserving of others' confidence. When Nikolas completes tasks assigned to him and follows up with guests, he demonstrates trustworthiness because guests can confidently rely on him to get the job done. While fairness (making judgments without favoritism or self-interest), honesty (truthfulness), and respect (regard or esteem) are all helpful ethical principles, they are not demonstrated in this example.

SOURCE: PD:400 Discuss the role of ethics in hospitality and tourism

SOURCE: Holistique Training. (2024, January 18). *Ethics in hospitality: Building trust and success through integrity.* Retrieved August 12, 2024, from https://holistiquetraining.com/en/news/ethics-in-hospitality

43. B

Group arrangements. Many aspects of the travel and tourism industry offer group travel arrangements. This is considered a service because the travel agent or tour operator arranges the package for the group based on the group's requirements. For example, members of an organization might want to travel together to visit certain locations because the members are interested in specific cultural activities. Arranging this type of trip is a service of the travel and tourism industry. Familiarization trips are designed to introduce travel agents and tour operators to new facilities or destinations. Complimentary offers are promotional techniques designed to attract customers. The travel and tourism industry does not develop health requirements.

SOURCE: PM:095 Describe services offered by the hospitality and tourism industry

SOURCE: Espinoza, I. (2024). *What your travel business needs to know about group travel tours (Post-pandemic).* Retrieved August 12, 2024, from https://academy.wetravel.com/group-travel-tours

44. A

Retaining. In some instances, businesses may keep, or retain, the risk involved in doing business. To put it simply, a business may do nothing to reduce or eliminate a risk. In this case, Lachlan's company is choosing to retain the risk that he'll arrive late to the conference by scheduling for him to fly Tuesday morning. Lachlan's company is not transferring, avoiding, or preventing/controlling the risk in this instance.

SOURCE: EC:011 Determine factors affecting business risk

SOURCE: LAP-EC-911—Lose, Win, or Draw (Business Risk)

45. D

Entertainment, lodging, and food and beverage. The hospitality industry provides services to anyone who travels. The services that the hospitality industry provides include food and beverage (e.g., quick-serve restaurants, full-service restaurants which include fine dining), entertainment (e.g., sporting events, concerts), and lodging (e.g., hotel, motel, bed and breakfast inn). Mortgage, staffing, financial, channel management, and real estate fall under different industries.

SOURCE: PD:111 Describe the nature of the hospitality and tourism industry

SOURCE: St. Augustine College. (2024). *The four sectors of the hospitality industry.* Retrieved August 12, 2024, from https://www.staugustine.edu/2023/03/08/the-four-sectors-of-the-hospitality-industry/

46. D

Completing the necessary paperwork. The sale is not completed until all the appropriate forms have been filled out accurately. Salespeople should establish a relationship with the customer at the beginning of a sale. Customer needs/wants should be discovered before the sales talk and demonstration begin. After a sale has been closed, a salesperson could write a follow-up message to the customer to reaffirm the buyer-seller relationship.

SOURCE: SE:048 Explain the selling process
SOURCE: LAP-SE-048—Set Your Sales (The Selling Process)

47. C

Sherman Antitrust Act. The Sherman Antitrust Act prevents monopolies from forming and hinders price fixing (all businesses charging the same price). Since the business owners are agreeing to charge the same price, they are fixing their prices. The Clayton Act prevents specific business actions that might restrict competition, such as tying agreements. There are no tying agreements involved in this case. The Robinson-Patman Act prohibits price discrimination where all businesses purchasing similar amounts and types of products would be charged the same price. There is no price discrimination in this case. The Celler-Kefauver Antimerger Act protects competitors from takeovers if the acquisition would hinder competition. There is no takeover situation in this case.

SOURCE: EC:012 Explain the concept of competition
SOURCE: LAP-EC-912—Ready, Set, Compete! (Competition)

48. B

Follow company policies and procedures. Most businesses have specific policies that provide guidelines for the ways in which employees are expected to carry out their tasks. Following these guidelines can save the business money. For example, some company policies limit the time during which customers can return purchases. When employees follow this rule, the company avoids losing money on products it can neither return to the vendor nor sell to other customers. Although you should try to work as efficiently as possible, it's not a good idea to focus strictly on how much work you can get done. The quality of the work is often more important than the quantity. Instead of handling customer transactions as quickly as possible, it's better to focus on accuracy. Handling sales transactions correctly is a great opportunity to save the company money. Carrying out research and development activities is one of the *effects* of expense control, not a way an employee can help his or her company with expense control.

SOURCE: OP:025 Explain employee's role in expense control
SOURCE: LAP-OP-025—Buck Busters (Employee Role in Expense Control)

49. B

A hotel advertises a free breakfast buffet for guests on select mornings during slow seasons. Promotion is defined as a marketing function that communicates information about goods, services, images, or ideas to achieve a desired outcome. Advertising, coupons, frequent-buyer programs, and samples are a few tools that marketers use to promote products. By advertising free goods and services (e.g., free breakfast buffet), the hotel is implementing a promotional activity. A guest ordering room service or a manager sending employees an email regarding compensation information are not considered promotional activities. A resort employee asking guests about room preferences is a selling activity.

SOURCE: PI:029 Explain the concept of price in the hospitality and tourism industry
SOURCE: SiteMinder. (2024, May 21). *Hotel promotions: Ideas to boost bookings.* Retrieved August 12, 2024, from https://www.siteminder.com/r/hotel-promotions/

50. A

Special order. A special order is a request made by a customer for a good or service not usually handled by a business. Because Prem requested a good from a company that does not typically make that product, she requested a special order. An implied warranty is an unwritten, unspoken warranty understood by the customer and the seller that the product will perform as expected. A dummy invoice is a blank form on which the contents of a shipment are listed by receiving workers. Payroll is the sum of money paid to employees in a given period.

SOURCE: SE:478 Process special orders in hospitality and tourism

SOURCE: AccountingTools. (2024, July 6). *Special order definition.* Retrieved August 12, 2024, from
https://www.accountingtools.com/articles/special-order

51. D

Complete tasks that don't require electricity. Initiative is a willingness to act without having to be told to do so, such as identifying and completing tasks that don't require electricity during a power outage. Completing these tasks shows independence, self-motivation, and a willingness to accept and/or seek additional or unpleasant duties. Going home, waiting until power is restored, or scrolling through social media show a reluctance to be creative or continue working.

SOURCE: EI:024 Explain the importance of demonstrating initiative

SOURCE: LAP-EI-024—Hustle! (Taking Initiative)

52. A

Increased emphasis on training. The hospitality and tourism industry has recognized that competing on the basis of price is not the answer for profitability. Instead, management has shifted its focus to ways that employees can provide exemplary service, thus setting a business apart from its competitors. To accomplish this, management has increased its focus on employee training. Attention to the other alternatives should help businesses gain a competitive advantage; however, they do not relate to exceeding customer expectations.

SOURCE: NF:048 Describe current issues and trends in the hospitality and tourism industry

SOURCE: Allara Global. (2023, December 11). *Why hospitality training is important.* Retrieved August 12, 2024, from https://allaraglobal.com/blog/entry/why-hospitality-training-is-important

53. D

Lien. A lien is a legal claim to an item of property that protects the seller if the buyer does not complete their payments. Because Kevin was not able to complete his payments, the bank executed the lien and seized the vehicle, likely to sell it to repay the loan. A warranty is a promise made by the seller to the consumer that the seller will repair or replace a product that does not perform as expected. A rebate is a return of part of the price a customer pays for a good or service, usually offered by the product's manufacturer. A ledger is the accounting record for a specific department or area of the business.

SOURCE: BL:071 Discuss the nature of debtor-creditor relationships

SOURCE: Kenton, W. (2024, August 8). *Lien: Definition, major types, and examples*. Retrieved August 8, 2024, from https://www.investopedia.com/terms/l/lien.asp

54. C

Savings and loan associations. The majority of real-estate loans are handled by savings and loan associations. Commercial banks offer full-service banking, checking and savings accounts, secured and unsecured loans, installment credit, and bank credit cards. Credit unions provide credit and savings services to members, usually within a business or labor union. Sales finance companies purchase borrowers' contracts from sellers and receive the borrowers' payments.

SOURCE: FI:002 Explain the purposes and importance of credit

SOURCE: LAP-FI-002—Give Credit Where Credit Is Due (Credit and Its Importance)

55. D

To empower staff members to resolve customer service complaints. When hotels train their staff members on using guest recovery solutions, it gives them the confidence and the tools to resolve customer complaints effectively. The purpose of guest recovery is to resolve any dissatisfaction so that guests come back for another visit. Guest recovery solutions are actions taken to satisfy guests' needs and requests to increase customer loyalty. When customers are unhappy, explaining hotel policies is not likely to appease them. The use of guest recovery solutions is not typically related to a hotel's legal obligations and does not reduce them. A hotel's legal obligations relate to protecting a guest's privacy and safety and to fulfilling the contractual obligations of a guest's reservations.

SOURCE: CR:045 Explain the nature of guest recovery

SOURCE: Vianna, C. (2023, October 31). *5 guest service recovery tactics you can use to make it right with unhappy guests.* Retrieved August 12, 2024, from https://www.xola.com/articles/guest-service-recovery-tactics/

56. B

Determine the severity of the injury. The action that is needed depends upon how severe the injury is. The customer should not be moved until qualified medical personnel have examined the customer to determine the proper course of action. While it might be best for employees not to discuss the accident with outsiders, they should report it to an appropriate supervisor or manager. Most businesses keep records of all accidents occurring on the premises in order to protect the company in case of a lawsuit.

SOURCE: OP:009 Explain procedures for handling accidents

SOURCE: Heffernan Insurance Brokers. (2024, June 25). *What to do if a customer is injured on your premises.* Retrieved August 9, 2024, from https://www.heffins.com/news-events/blog/what-to-do-if-a-customer-is-injured-on-your-premises/

57. A

Trends indicate an ongoing demand for more fuel-efficient vehicles. Statistics are information presented in numerical form. Businesses often interpret and analyze statistics to identify trends, which indicate the general direction in which people or events are moving. If numerical data show that the sales for an environmentally friendly hybrid car has been steadily increasing for several months, then the trend indicates that there is an ongoing demand for the fuel-efficient vehicles. Hybrid (electric and gas fueled) cars are environmentally friendly and fuel efficient because they use less gasoline than traditional vehicles. After identifying the trend, the automaker might decide to reduce the production of luxury cars and increase the production of hybrid cars, or increase its research and development budget to create more efficient cars. There is not enough information provided to determine if most families prefer driving SUVs.

SOURCE: NF:093 Interpret statistical findings

SOURCE: Markgraf, B. (n.d.). *How to evaluate trends in business.* Retrieved August 9, 2024, from https://smallbusiness.chron.com/evaluate-trends-business-75944.html

58. D

Defining risk philosophy. Enterprise risk management (ERM) is a firm-wide strategy that looks to identify, evaluate, and prepare for potential hazards, losses, and dangers with a company's operations, finances, and objectives. Best practices that most companies can use to implement ERM strategies first include defining risk philosophy. Before implementing any practices, a company must identify its strategy around risk. Other best practices include creating action plans, being creative, communicating priorities, assigning responsibilities, maintaining flexibility, leveraging technology, continually monitoring progress and practices, and using metrics. Circumventing creativity, avoiding using metrics, and maintaining inflexibility are not considered best practices of ERM.

SOURCE: RM:062 Discuss the nature of enterprise risk management (ERM)

SOURCE: Hayes, A. (2024, June 21). *Enterprise risk management (ERM): What it is and how it works.* Retrieved August 12, 2024, from https://www.investopedia.com/terms/e/enterprise-risk-management.asp

59. B

Build trust with. If a business's operations involve handling or storing customer data, it should seek adequate protections for that data. This will help to build trust with customers because they can be sure that their information is safe. Communicating with customers is important, but securing customer data does not improve communication channels between the business and customers. Securing data does not typically lead to educating customers. Phishing is a type of online scam used to commit identity theft. Businesses should not phish customers.

SOURCE: OP:518 Comply with strategies to protect digital customer data (e.g., information about customers, customers' credit-card numbers, passwords, customer transactions)

SOURCE: Gupta, S., & Schneider, M. (2018, June 1). *Protecting customers' privacy requires more than anonymizing their data.* Retrieved August 12, 2024, from https://hbr.org/2018/06/protecting-customers-privacy-requires-more-than-anonymizing-their-data

60. A

A bed-and-breakfast advertising private hot tubs and a fireplace in each room. This illustrates the product element of marketing in the travel industry; the product is the accommodations. The resort is focusing on how it treats its guests, the cruise ship is providing information, and the conference center is offering additional services.

SOURCE: PM:081 Explain the concept of product in the hospitality and tourism industry

SOURCE: Association of Professional Chefs. (n.d.). *The accommodation product.* Retrieved August 12, 2024, from https://associationofprofessionalchefs.com/the-accommodation-product

61. D

Proofread. A job applicant should proofread the final draft of a letter of application to check for spelling and grammatical errors. Often, it is helpful to have someone else read the letter in order to make sure that it is correct. It is important that the letter of application be error-free because businesses often judge applicants by their letters. Once the letter has been proofread and, if necessary, revised, it may be mailed or delivered to the business.

SOURCE: PD:030 Write a letter of application

SOURCE: Wroblewski, M.T. (n.d.). *The importance of proofreading in the workforce.* Retrieved August 9, 2024, from https://smallbusiness.chron.com/importance-proofreading-workforce-36110.html

62. A

When stock prices rise, bond prices fall. Stocks and bonds have an inverse relationship in terms of price. As stock prices rise, bond prices fall, and vice versa. When stock prices rise, more people are interested in that growth, so bond prices are less in demand and lower priced. When stock prices fall and investors want lower-risk investments instead, bonds become more popular and increase in price.

SOURCE: FI:077 Explain types of investments

SOURCE: LAP-FI-077—Invest for Success (Types of Investments)

63. B

By searching its own customer database. A company's own customer database should contain the names, addresses, and previous sales histories of previous customers that can be used to create a mailing list for specific products. Competitors and outside researchers would not have access to the names and addresses of previous customers. Reviewing marketing research plans would not provide the names or addresses of previous customers.

SOURCE: NF:284 Obtain business information from customer databases

SOURCE: Davie-Martin, M. (2021, May 6). *Why building a customer database is good for business.* Retrieved August 12, 2024, from https://blog.xero.com/small-business-resources/customer-database-good-for-business/

64. D

Accrual. Businesses using the accrual accounting method journalize income and expenditures at the time they occur even if no money changes hands at that time. This means that the business enters the amount of a transaction into the appropriate journal when a customer makes a credit purchase, or when the business orders goods from a supplier. Businesses using the cash accounting method record income and expenditures at the time the money changes hands. This means that the business enters the amount of a transaction into one of its journals on the day the money is received from a customer or paid out to a creditor. Managerial accounting involves reporting financial data to internal users. Tax accounting involves recording transactions for tax purposes. Finemart does not use the cash accounting method, and there is no indication that it is using managerial accounting or tax accounting to record transactions, either.

SOURCE: FI:085 Explain the concept of accounting
SOURCE: LAP-FI-085—Show Me the Money (Nature of Accounting)

65. B

Form unions. Employees have the right to join or support a union. They do not have the right to not be fired. Employees are generally not permitted to view any human resources file they wish. Employers are able to monitor employee internet usage on company computers.

SOURCE: PD:021 Explain the rights of workers
SOURCE: U.S. Department of Labor. (2022, May 2) *Employee rights under the National Labor Relations Act.* Retrieved August 9, 2024,
from https://www.dol.gov/sites/dolgov/files/olms/regs/compliance/eo_posters/employeerightsposter11x17_2019final.pdf

66. C

Location of the property. People travel for many reasons, including business and leisure. The purpose of the trip, as well as the site location, often influences the selection process. For example, a businessperson traveling to meet with a customer might select a property close to the customer's office. A leisure traveler might select a beachfront resort hotel over a nearby roadside motel because it might offer more amenities geared to vacationers. A trucker, on the other hand, might select the roadside motel because of its easy access to the highway. Positioning strategies are methods that members of the hospitality industry use to create a particular image or standing in the marketplace. Although hotels use positioning strategies to appeal to customers, customers do not generally consider the specific techniques that businesses use to position products. A traveler selects a lodging facility based on their personal preferences, not the seller's (hotel). Although some travelers might consider tax rates when selecting a lodging facility, it is usually not a primary factor in the selection process. In addition, lodging facilities in the same general area most likely have the same tax rates.

SOURCE: SE:220 Explain factors that motivate people to choose a hospitality and tourism site
SOURCE: HMG Hospitality. (2017, June 22). *Understand how people choose hotels.* Retrieved August 12, 2024, from https://hmghospitality.com/understand-four-reasons-people-choose-hotels-revenue-will-skyrocket/

67. D

Monitor quality consistency. Quality control involves ensuring the degree of excellence of a good or service. Most businesses use some type of quality control method to achieve their standards of excellence and minimize errors. The quality control methods used depend on the type of business and work that is being produced. Manufacturing companies often inspect random items as they come off the production line to ensure that the items meet their quality standards. If all the inspected items meet the established standards, the products' quality levels are consistent. Random product inspections do not improve product value, achieve sales goals, or assess employees' ideas.

SOURCE: OP:164 Utilize quality control methods at work
SOURCE: Wren, H. (2024, April 30). *Quality monitoring: Crucial best practices.* Retrieved August 9, 2024, from https://www.zendesk.com/blog/quality-monitoring/

68. A

Bar chart. A bar chart is effective for showing separate data sets that are similar, such as room bookings for different months. A pie chart is best used when there are less than five categories to plot or to represent parts of a whole. A Venn diagram is only effective when data sets have a common, or overlapping, element. A scatter chart is used to illustrate a relationship or correlation between two variables.

SOURCE: NF:289 Display hospitality and tourism data in charts/graphs or in tables

SOURCE: Sharma, H. (2024). *Best types of charts in Excel for data analysis, presentation and reporting*. Retrieved August 12, 2024, from https://www.optimizesmart.com/how-to-select-best-excel-charts-for-your-data-analysis-reporting

69. B

Dismissal. The rules of conduct outline a company's policies, procedures, and expectations regarding employees' behavior in the workplace. When an employee violates the rules of conduct, the business may take corrective action. The type of action the business takes depends on the severity of the violation. Serious violations (e.g., theft, embezzlement) may result in the employee's dismissal. Verbal warnings, suspensions, and written documentation of the incident are other corrective actions the business may take; however, dismissal is the most serious consequence.

SOURCE: PD:251 Follow rules of conduct

SOURCE: LAP-PD-251—Know the Code (Following Rules of Conduct)

70. B

Guest trend. Solo travel is a growing trend that hospitality and tourism companies should take note of. Many people—both young and old—enjoy traveling alone for various reasons. While traveling solo in the past may have been considered unsafe (or even socially unacceptable), solo trips today are increasingly popular. This is an example of a guest trend that impacts the hospitality and tourism industry, not a technological change, economic trend, or regulatory shift.

SOURCE: NF:287 Track environmental changes that impact hospitality and tourism (e.g., technological changes, guest trends, economic changes, regulatory changes)

SOURCE: Barten, M. (2024, June 6). *Tourism trends: The latest opportunities for the tourism industry of 2024.* Retrieved August 12, 2024, from https://www.revfine.com/tourism-trends

71. D

Physical. Height and weight are examples of physical traits. Other physical traits include eye color and build. Mental traits include the intellectual ability to remember, comprehend, analyze, evaluate, and create. Emotional traits involve attitudes, feelings, values, and temperament. Psychological traits include both mental and emotional traits.

SOURCE: EI:018 Identify desirable personality traits important to business

SOURCE: LAP-EI-918—You've Got Personality (Personality Traits in Business)

72. C

Motivated employees. When a company cultivates good labor relations with its employees, employees are more likely to be motivated to do their job well. Creating good relations with employees can motivate them to be better in terms of productivity. Recognizing their good work and rewarding them can also keep employees motivated. Other results of a company cultivating good labor relations with its employees include fewer workplace conflicts, increased employee loyalty, and less employee turnover. Increased workplace conflicts, employee turnover, and reduced employee loyalty are not typically results of a company cultivating good labor relations with its employees.

SOURCE: HR:452 Explain labor-relations issues

SOURCE: University of Pittsburgh School of Law. (2023, July 12). *Employee relations: A critical area of HR management.* Retrieved August 12, 2024, from https://online.law.pitt.edu/blog/employee-relations-hr-management

73. D

Provide quality maintenance. Business policies are general rules that the business follows. By establishing desirable business policies, a company provides an environment that helps build a loyal clientele. Providing quality maintenance and repair services is a business policy that demonstrates to clients that the business is committed to them and stands behind the products it sells. Locating potential leads, increasing earnings, and making sales presentations are selling activities that play an important role in securing customer goodwill and patronage. However, these activities are not business policies.

SOURCE: SE:828 Explain key factors in building a clientele

SOURCE: LAP-SE-828—Keep Them Loyal (Key Factors in Building Clientele)

74. C

Storing. By saving her client information, Selina is storing it for future use. Destroying records is getting rid of them, not saving them. Creating records is putting them together initially. Retrieving (pulling) records happens after information is stored (or held) somewhere.

SOURCE: NF:001 Describe the nature of business records

SOURCE: LAP-NF-001—Record It (Business Records)

75. B

An airline determines the average number of empty seats to know whether to cancel a flight. Descriptive statistics are used to describe basic features of data in a study. An example of a descriptive statistic is average, or mean. Mean can be used to make a business decision such as whether to cancel a flight. There is no indication that the customer reviews, environmental reports, or competitors' prices include descriptive statistics.

SOURCE: NF:236 Explain the use of descriptive statistics in business decision making

SOURCE: Hayes, A. (2024, June 27). *Descriptive statistics: Definition, overview, types, and examples.* Retrieved August 12, 2024, from https://www.investopedia.com/terms/d/descriptive_statistics.asp

76. B

Information is better protected. Personal privacy is one of the main ethical issues in information management. When ethics are considered and followed in information management, it is more likely your information will be better protected. In addition, it is less likely your personal privacy will be invaded, your personal files will be corrupted, or piracy will occur. Invasion of personal privacy, piracy, and corruption of personal files are all unethical actions in information management.

SOURCE: NF:111 Explain the role of ethics in information management

SOURCE: GeeksforGeeks. (2020, January 27). *Ethical issues in information technology (IT)*. Retrieved August 9, 2024, from https://www.geeksforgeeks.org/ethical-issues-in-information-technology-it/#

77. A

Treat them the way you want them to treat you. Regardless of where you are, your interactions should be respectful and kind. Sometimes coworkers, customers, and even managers can get on your nerves. It's part of human nature to get annoyed with others. Even so, you should always treat the people around you the way you would want them to treat you—with dignity, care, and respect. Even if you're annoyed with some coworkers or customers, it would be unprofessional for you to avoid talking with them whenever possible, tell them to be quiet and stop bothering you, or complain about them during a staff meeting.

SOURCE: EI:021 Demonstrate responsible behavior

SOURCE: LAP-EI-021—Make the Honor Role (Acting Responsibly)

78. B

Assist with evacuation. On occasion, tour operators and their tour groups might be involved in emergency situations such as natural disasters. If this happens, tour operators should be prepared to assist local authorities with the evacuation of the group. Tour operators need to know where all group members are to quickly and safely evacuate them from dangerous situations such as hurricanes. Tour operators are not expected to provide medical advice, protect private property, or activate alarm systems.

SOURCE: OP:119 Handle emergency situations in hospitality and tourism

SOURCE: Ment Law Group. (2018). *Crisis management in the travel industry.* Retrieved August 12, 2024, from https://www.mentlaw.com/travel-industry/crisis-management/

79. D

Changing login passwords regularly. By changing login passwords regularly, companies can reduce the risk of hackers or other malicious groups gaining access to their social media accounts. It's not a good idea to allow all employees to view the company's social media login information. The more people have access to login credentials, the greater the chance of sensitive information falling into the wrong hands. Instead of asking all employees to monitor the company's social media accounts, companies should hire specific people to manage social media so that the job isn't neglected by busy, overburdened employees. The frequency of a company's posts does not affect the safety of its social media accounts.

SOURCE: OP:517 Comply with strategies for protecting business' digital assets (e.g., website, social media, email, etc.)

SOURCE: Vakulov, A. (2023, October 4). *13 tips to secure your company's social media accounts.* Retrieved August 12, 2024, from https://builtin.com/articles/corporate-social-media-security

80. D

Pull. Producers who adopt pull promotional strategies promote their products directly to the ultimate consumer or industrial user to generate customer interest in the products. Intermediaries then purchase the products from manufacturers to meet customer demand. Producers who utilize push promotional strategies promote their products to intermediaries who then promote the products to customers. Increasing and decreasing promotional strategies are fictitious terms.

SOURCE: PR:003 Identify the elements of the promotional mix

SOURCE: LAP-PR-903—Spread the Word (Nature of the Promotional Mix)

81. A

To prepare reports. Businesses often analyze and interpret the marketing information contained in databases to prepare reports that offer recommendations and suggestions for their implementation. Businesses collect data to make marketing decisions, but before they can make those decisions, they need to analyze the information and put it in some type of report form that can be shared with others in the organization. Businesses try to present an accurate interpretation of the data in the reports to make logical and effective marketing decisions. Businesses often use surveys to obtain marketing information. Businesses do not analyze and interpret the marketing information contained in databases to prepare orders.

SOURCE: NF:185 Use database for information analysis

SOURCE: Decker, A. (2023, November 3). *Marketing reporting examples: How to build and analyze marketing reports.* Retrieved August 12, 2024, from https://blog.hubspot.com/marketing/running-marketing-reports-ht

82. B

Primary research. Primary research is research that generates data that are new and specific to the problem or project at hand; in this instance, marketers are conducting informal interviews to generate new and specific information surrounding additional menu items. Secondary research is data that have already been collected for some reason other than the research project at hand. Quantitative data are information that is based on numbers, statistics, or hard facts. Outsourcing means acquiring assistance from outside organizations/consultants to obtain goods or services to accomplish business objectives or perform primary business activities.

SOURCE: NF:282 Explain types of primary hospitality and tourism market information

SOURCE: University of Guelph School of Hospitality, Food & Tourism Management. (n.d.). *Primary research.* Retrieved August 12, 2024, from https://www.uoguelph.ca/hftm/primary-research

83. A

Maintain self-control. Self-control is restraining your feelings, words, and actions. The tendency to express anger is normal, but it is the kind of reaction that must be kept under control. It is not necessary to accept whatever happens without question, but any comments should be made in a controlled, courteous manner. Criticism should be taken seriously rather than lightly. Since only one individual is involved in this situation, no one else can be at fault.

SOURCE: EI:003 Explain the use of feedback for personal growth

SOURCE: LAP-EI-003—Grin and Bear It (Using Feedback for Personal Growth)

84. B

Productivity. Productivity is the amount and value of goods and services produced (outputs) from set amounts of resources (inputs). Increasing the number of units produced from the same amount of resources will increase productivity and thus lower costs of production per unit. Improving profits, sales, or capital will not reduce costs.

SOURCE: EC:013 Explain the concept of productivity

SOURCE: LAP-EC-913—Make the Most of It (Productivity)

85. C

Prevent illegal materials from exiting or entering a country. One of the primary purposes of customs regulations is to protect a country's borders from illegal materials such as illicit drugs, weapons, or other dangerous items. Customs regulations are not put in place to standardize a country's higher education system, make illegal immigration more difficult, or organize the domestic economy by industry sector.

SOURCE: BL:126 Describe the nature of customs regulations

SOURCE: U.S. Customs and Border Protection. (2024, April 9). *About CBP.* Retrieved August 8, 2024, from https://www.cbp.gov/about

86. A

A vision is long term and broad, whereas a goal is specific and measurable. Visions are broad, lifelong pursuits with no determined endpoint. Goals, on the other hand, are specific, measurable objectives that a person desires to achieve. Both visions and goals can be realistic and attainable, and both reflect the future. A vision does not examine past mistakes, and goals do not necessarily relate to a person's previous successes.

SOURCE: EI:063 Determine personal vision

SOURCE: LAP-EI-063—Picture This! (Determining Personal Vision)

87. D

Organizing. The management function of setting up the way the business's work will be done is organizing. Organizing involves determining how to best use the available resources (e.g., financial, material, human) in the most efficient manner to achieve the business's goals. Leading is guiding or directing the actions of others in a desired manner. Staffing is the management function of finding workers for a business. Controlling is the management function that monitors the work effort.

SOURCE: SM:064 Explain managerial considerations in organizing

SOURCE: Indeed. (2023, July 31). *What are the 4 basic functions of management?* Retrieved August 12, 2024, from https://www.indeed.com/career-advice/career-development/basic-functions-of-management

88. D

Essential to an ethical workplace culture. Fairness and justice are key to maintaining an ethical workplace culture. Fairness and justice are necessary for every workplace, no matter how large or small. Fairness and justice are not necessarily taken for granted at work, nor are they present in every workplace in America.

SOURCE: HR:411 Explain the role of ethics in human resources management

SOURCE: LAP-HR-411—Moral Mediators (Ethics in Human Resources Management)

89. C

Promotion. Promotion is the communication of information about goods, services, images, or ideas. The type and amount of promotion should be adjusted as demand for a product changes with the seasons, time, or economic conditions. For example, businesses may increase promotions for certain products during the slow season. Assortment is the combination of goods that a business offers for sale. Management is the process of coordinating resources to accomplish an organization's goals. Expansion is growth.

SOURCE: PR:001 Explain the role of promotion as a marketing function

SOURCE: LAP-PR-901—Razzle Dazzle (Nature of Promotion)

90. D

Managerial planning. Managerial planning is the process of assessing an organization's goals and creating a plan of action for meeting those goals. Reflecting on the previous month's accomplishments and deciding the priorities for the next month are examples of managerial planning. Operations management refers to a business's attempt to operate in the most efficient manner possible. Human resources planning is carried out by a human resources manager. Supply chain management refers to the oversight of materials and information as they move among members of a supply chain.

SOURCE: SM:063 Discuss the nature of managerial planning

SOURCE: Gartenstein, D. (2019, February 4). *The basic steps in the management planning process.* Retrieved August 12, 2024, from https://smallbusiness.chron.com/basic-steps-management-planning-process-17646.html

91. B

Competing situations. Multiple situations were competing for Matthew's attention, so his conflict was about how to spend his time. Should he attend an important dinner meeting, or should he accommodate his manager's request to work late? When people do not know what they're supposed to do, or what someone else expects them to do, conflict can occur due to unclear expectations. Conflicts that involve unclear boundaries occur when people lack understanding about appropriate behavior. Conflicts related to miscommunication occur when barriers (e.g., noise) prevent someone from obtaining or understanding the information needed to make wise decisions.

SOURCE: EI:015 Use conflict-resolution skills

SOURCE: LAP-EI-915—Stop the Madness (Conflict Resolution)

92. B

Selling-activity. Selling-activity policies are guidelines for selling activities that involve interaction with customers or potential customers. Prospecting policies are guidelines established by management to guide the search for new clients. Service policies are guidelines that govern the support a company provides to a customer after the sale. Terms-of-sale policies are guidelines covering the aspects of a sale with which customers are most concerned, such as credit, price, etc.

SOURCE: SE:932 Explain company selling policies

SOURCE: LAP-SE-932—Sell Right (Selling Policies)

93. D

You should contribute something to every meeting. Staff meetings are times to exchange information, brainstorm as a group, and build rapport with colleagues. It's a good idea to contribute something to every meeting you attend, even if it's simply agreeing with what's been said. You don't need to have a brilliant idea to speak up. Contributing to meetings sends the signal that you are engaged in your work and want to help the group succeed. It is inappropriate to work on other things during a meeting. Instead, you should set aside all other tasks and focus your attention completely on the meeting. It's a good idea to take notes during meetings to help you remember what was discussed. Taking notes sends the message that you care about the meeting and are taking it seriously, not that you are overenthusiastic.

SOURCE: CO:063 Participate in a staff meeting

SOURCE: Indeed. (2022, June 24). *6 reasons for conducting meetings and why they're important.* Retrieved August 8, 2024, from https://www.indeed.com/career-advice/career-development/reasons-for-meetings

94. C

Confidence in the product and its benefits. Entrepreneurs who release a product or service into the market before it is completely ready risk harm to their fledgling business and to their new customers. It's important to take the time to fully develop all of a business's offerings before releasing them to the public. Doing so demonstrates the entrepreneur's dedication to their product and faith in its benefits. Waiting to release a product until it is completely ready is not a sign that the entrepreneur lacks faith in the product, of a lack of efficiency, or of an inability to keep up with a fast-moving business world. Rather, it demonstrates an entrepreneur's commitment to releasing the best possible product.

SOURCE: EN:044 Describe the use of business ethics in entrepreneurship

SOURCE: LAP-EN-044—Ethical Excellence (Ethics in Entrepreneurship)

95. C

Interchange, assessment, and payment processing fees. A credit card processing fee is the amount payment processors charge whenever a transaction is made with a credit card. Three types of credit card processing fees are interchange, assessment, and payment processing fees. A credit card assessment fee is a cost that goes to the credit card brand, while an interchange fee is a cost that goes to the issuing bank through card brands. Payment processing fees go to the processor, or the company that manages your card payment processes. Interest charges, balance transfer fees, and cash advance fees are all common credit card fees, but they are not considered types of credit card processing fees.

SOURCE: FI:790 Calculate credit-card processing costs

SOURCE: Sarda, B. (2024, April 29). *Credit card processing fees: A comprehensive step-by-step calculation guide*. Retrieved August 12, 2024, from https://www.highradius.com/resources/Blog/calculate-credit-card-processing-fees

96. A

Develop strong professional relationships. When you abide by the chain of command, you are more likely to enjoy healthy, well-developed relationships with your superiors. That's because working within a chain of command requires frequent communication with your boss. When you abide by the chain of command, you are less likely to experience problems with redundancy and confusion, and to get in trouble with upper-level management—not more likely. Following the chain of command contributes to your company's overall efficiency—not inefficiency.

SOURCE: PD:252 Follow chain of command

SOURCE: LAP-PD-252—Don't Cheat the Chain (Following Chain of Command)

97. A

Become bored with the work. Burnout is a type of exhaustion that is usually caused by too much stress. Stress is a mental, physical, or emotional feeling of pressure or tension. Burnout can occur when employees perform the same tasks over and over again, which causes them to become bored. Ongoing boredom can create a certain type of stress and burnout in some individuals, especially those who thrive on variety and activity. Receiving new work assignments and interacting with coworkers often relieve boredom. Receiving feedback from managers often motivates employees to improve or continue producing quality work, rather than causing them to experience burnout.

SOURCE: EI:028 Explain the nature of stress management

SOURCE: Herrity, J. (2023, February 3). *9 causes of burnout (With helpful ways to manage it).* Retrieved August 9, 2024, from https://www.indeed.com/career-advice/career-development/causes-of-burnout

98. A

Accommodating the needs of parents. By providing kids with a fun activity, the store is helping parents entertain their children so the parents are free to shop. It's not likely that an expensive jewelry store would want to encourage children to visit. There's no indication that the store is planning to develop a jewelry line for kids. Providing an activity for children does not necessarily prevent them from touching displays.

SOURCE: CR:054 Accommodate special needs/specific requests of customers

SOURCE: Indeed. (2022, July 22). *A look into customer needs and how to identify them.* Retrieved August 12, 2024, from https://www.indeed.com/career-advice/career-development/customer-needs

99. C

Selling gift cards increases brand awareness. Manisha had never heard of the restaurant for which she received a gift card. If not for the gift card, she might never have tried it and would not have become a regular customer. Gift cards help build a restaurant's reach and brand awareness. This example does not demonstrate how it takes time for gift cards to be effective, how gift cards reward loyal customers, or how gift cards maximize revenue.

SOURCE: SE:479 Sell gift certificates in hospitality and tourism

SOURCE: Elliman, J. (2024). *The benefits of using gift cards for your business.* Retrieved August 12, 2024, from https://business.cellarpass.com/blog/benefits-of-using-gift-cards-for-your-company

100. C

Can harm organizational public relations. Social media use by employees can significantly affect a company's ability to meet its goals and maintain a positive public image. In this example, Lilly's posts led to negative media attention and fewer new patients. This clearly demonstrates that employees' social media use can impact the larger organization. Employee social media use can also lead to defamation claims if employees use social media to spread rumors, gossip, or offensive falsehoods about specific people within the company. However, this is not demonstrated in the example above. Social media is not inherently bad; however, companies should set guidelines for employees and carefully monitor what is being said about the organization online.

SOURCE: CO:205 Describe the impact of a person's social media brand on the achievement of organizational objectives

SOURCE: Fama. (2022, September 7). *3 ways employee social media affects your employer brand.* Retrieved August 8, 2024, from https://fama.io/post/3-ways-employee-social-media-affects-your-employer-brand-1