

HCM439

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1. Customer demographic factors does not entail

Average age

Marital status

Number of children

--->> Electricity availability

2. Which of these is incorrectly labelled in the profit calculation formula: $Z = TR - TC$

$Z = \text{Profit}$

--->> $Z = \text{Total Revenue}$

$TR = \text{Total Revenue}$

$TC = \text{Total Cost}$

3. The density and massing of a hotel is dictated by

Water supply agency

Fire service

Sewage Agency

--->> Local regulations

4. What is the most profitable product available for sale in a hotel?

Food

Drinks

--->> Guest rooms

Continental dishes

5. The Tremont's dining room employed

French guards

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Skillful Liberian chefs

Local superstars

6. Those activities involved in the flow of goods/services from producer to consumer is termed

--->> Marketing

Business

Sales

Hospitality

7. Categorization of plans by time frame includes the following except

--->> Unknown term plans

Long term plans

Short term plans

Medium term plans

8. A marketing oriented manager is first interested in

What the hotel offers

How much the guest can pay

--->> What the customer needs

None of the above

9. In hotel site design, the architect must consider the following except

Visibility and accessibility

Surface conditions

Regulatory restriction

--->> None of the options

10. What is considered the most important element in the success of any property?

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