

# **Chapter 1: The Basics of Guest Service**

## **Test Bank Questions**

### ***Multiple-Choice Questions***

1. What age of change occurred as a result of the loss of agricultural and manufacturing jobs in the United States?
  - A. Age of communication
  - B. Age of service
  - C. Age of technology
  - D. All of the above
  - E. None of the above
2. What age of change occurred as a result of a boom in digitalization in the 1980s and 1990s, thus changing the way that businesses operate?
  - A. Age of communication
  - B. Age of service
  - C. Age of technology
  - D. All of the above
  - E. None of the above
3. What age of change occurred when the service economy was combined with proliferation technology?
  - A. Age of communication
  - B. Age of service
  - C. Age of technology
  - D. All of the above
  - E. None of the above
4. What age of change occurred as a result of people moving to cities in the United States about 100 years ago?
  - A. Age of communication
  - B. Age of service
  - C. Age of technology
  - D. Age of agriculture
  - E. None of the above

5. \_\_\_\_\_ is a quest to reduce errors and inefficiencies so that you won't have to fix as many things and pay the price for producing a poor product.
- A. DRIFT
  - B. MBWA
  - C. PDCA
  - D. ASCII
  - E. ISO
6. A point of service at which customer service is either made or lost is known as
- A. Moment of truth
  - B. MBWA
  - C. PDCA
  - D. DRFIT
  - E. None of the above
7. Under this highly effective premise, managers "get in touch" with the employees and customers to learn what is really occurring:
- A. MBWA
  - B. PDCA
  - C. DRIFT
  - D. All of the above
  - E. None of the above
8. A four-step process for implementing change, or, continuous improvement is called
- A. PDCA
  - B. MBWA
  - C. DRIFT
  - D. All of the above
  - E. None of the above
9. Meeting and exceeding the individual expectations of the customer is called
- A. Quality customer service
  - B. Moment of truth
  - C. Paradigm
  - D. Expectoant
  - E. None of the above

10. What belief is commonly accepted as being the proper way or method that something is to be done?
- A. Paradigm
  - B. Ritual
  - C. Moment of truth
  - D. Religiservice
  - E. None of the above
11. Who popularized TQM and PDCA?
- A. Deming
  - B. Juran
  - C. Peters
  - D. Drucker
  - E. Crosby
12. Who is commonly known as the Father of Modern Management?
- A. Deming
  - B. Juran
  - C. Peters
  - D. Drucker
  - E. Crosby
13. Choose the reason that does not support why “Bad News Travels Fast:
- A. The customer still needed to vent.
  - B. Customers may seek revenge.
  - C. Customers remember typical events.
  - D. Service organizations and employees appear impersonal.
  - E. All of the above support why Bad News Travels Fast.

***True or False Questions***

- 14. A return customer costs far less to keep than obtaining a new one.
- 15. Most businesses should spend less money attracting customers and more effort retaining the ones that they have.
- 16. Some reasons for bad service are acceptable.

***Short Answer Essay Questions***

- 17. Describe the idea behind Ritz Carlton’s motto: “We are Ladies and Gentleman serving Ladies and Gentleman.”
- 18. Describe the idea behind: “Good service can make up for a bad food, but good food cannot make up for poor service.”
- 19. Describe the concept of meeting or exceeding expectations.

20. List four advantages and four disadvantages of self-service, which is now ubiquitous.

## Answer Key

### ***Multiple-Choice***

- |      |       |
|------|-------|
| 1. B | 8. A  |
| 2. C | 9. A  |
| 3. A | 10. A |
| 4. E | 11. A |
| 5. A | 12. D |
| 6. A | 13. E |
| 7. A |       |

### ***True or False***

14. True  
15. True  
16. False

### ***Short Answer Essay***

17. This statement gives the employees a high status, leading them to take pride in their positions while treating the guests with the expected high standards.
18. Service may just be one reason why an experience is poor. What do you remember most about a poor hospitality experience? Was it the service? Was it the decor? Was it the event, the room, or the food? Or was it a combination of these things? A common phrase is: "Good service can make up for a bad food, but good food cannot make up for poor service." Shortcomings will occasionally occur. When they do, good service can help to make them much more bearable. Remember that good service can make up for other problems, but those other items cannot make up for bad service. Even if the steak were prepared perfectly, the guest would have worried about making the show on time. No matter how great things are, good service must be present.
19. Quality customer service is meeting and exceeding the individual customer's expectations. If service meets or surpasses customer's expectations, in any situation, it is said to be quality customer service. Meeting or exceeding the expectations of customers, or quality customer service, can occur anywhere and at any level of establishment. Good service can occur at a concession stand, at a fine-dining establishment, at a show, or on a tour as long as they receive as much or more than they expected.
20. Advantages
- Decreased labor
  - Increased speed of service

- Increased processing
- Shorter lines
- Increased access

Disadvantages

- Loss of human interaction
- Subject to input error
- Difficulty fixing errors
- Unfamiliar with technology
- Unfamiliar with process
- Uncertainty of transaction