**CHAPTER 1 The Hospitality Service Strategy**

**Testbank**

**True/False**

1. Internal customers are customers who are patronizing the business.

Ans: F

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Serving Internal Customers

Difficulty Level: Easy

2. The tangible part of a service experience is called the service package.

Ans: F

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Service Product

Difficulty Level: Easy

3. Guest experience = service setting + service delivery system + service product

Ans: T

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Service Product

Difficulty Level: Medium

4. Services tend to be tangible as well as produced and consumed and then paid for.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Nature of Services

Difficulty Level: Easy

5. Guest focused organizations should trace information and authority from the bottom up.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

Answer Location: The Nature of Services

Difficulty Level: Medium

6. The organizational goal of a hospitality organization is to overpromise and over-deliver.

Ans: F

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Guest Expectations

Difficulty Level: Easy

7. The quality of the entire guest experience is the difference between the quality the guest expects and the quality the guest gets.

Ans: T

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Quality

Difficulty Level: Medium

8. Quality as perceived by the guest will be affected by changes in either guest expectations or organizational performance.

Ans: T

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Quality

Difficulty Level: Easy

9. Low quality and low cost, and high quality and high cost, bring about the same perceived value to the guest.

Ans: T

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Analysis

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Value

Difficulty Level: Medium

10. The guest experience usually has only one moment of truth.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Service Encounters and Moments of Truth

Difficulty Level: Easy

11. Service is largely intangible.

Ans: T

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Service

Difficulty Level: Easy

12. Service quality is most reliably defined by managers, auditors, and rating organizations.

Ans: F

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Introduction

Difficulty Level: Easy

13. The service delivery system frequently has a human part and an inanimate, physical part.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Service Delivery System

Difficulty Level: Medium

14. The organizational employees and units that serve each other and depend on each other can be accurately considered as internal customers.

Ans: T

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Serving Internal Customers

Difficulty Level: Medium

15. Basic business principles are the same whether the organization is making products or serving customers.

Ans: F

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Introduction

Difficulty Level: Easy

16. Guests usually accept the organization’s definition of its service product.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Service Product

Difficulty Level: Medium

17. What may create a “wow” experience for guests on a first visit may be only “as expected” the next time.

Ans: T

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Guest Expectations

Difficulty Level: Medium

18. In the hospitality industry, the people part of the delivery system is the more important component.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Service Delivery System

Difficulty Level: Easy

19. Every guest experience is unique.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: The Nature of Services

Difficulty Level: Easy

20. The moment of truth can also be referred to as the critical incident.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Service Encounters and Moments of Truth

Difficulty Level: Medium

21. In the hospitality industry, the service encounter is usually a manager-to-guest interaction.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Service Encounters and Moments of Truth

Difficulty Level: Easy

22. Hospitality organizations try to estimate guest expectations accurately and then meet them.

Ans: T

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Meeting Expectations

Difficulty Level: Easy

23. The principles of guestology work better for serving guests than they do for serving customers of other kinds.

Ans: F

Learning Objective: LO 1.6 Explain the reasons why “it all starts with the guest.”

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Guestology: What is it?

Difficulty Level: Medium

24. Most hospitality organizations can maintain sufficient inventory of the service products they sell.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Nature of Services

Difficulty Level: Medium

25. The value of the guest experience equals the quality of the experience divided by the financial costs of the experience.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Analysis

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: The Nature of Services

Difficulty Level: Hard

26. Providing a high-quality experience often costs the organization less than providing a low-quality experience.

Ans: T

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Analysis

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Quality

Difficulty Level: Hard

27. When guests are wrong, find a way to let them be wrong with dignity.

Ans: T

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Who Defines Quality and Value?

Difficulty Level: Medium

28. An excellent way to provide a “wow” experience for guests is to give them more than they say they want.

Ans: F

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Do Not Provide More Hospitality Than Guests Want

Difficulty Level: Medium

29. The equation Qe = Qed – Qee demonstrates that quality experienced is the difference between what is promised by the marketing team and what is expected by the guest.

Ans: F

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Quality

Difficulty Level: Medium

30. One of the top ten guest complaints listed by Leonard Berry is employees who text instead of paying attention to the customer or chat with each other while the customer waits.

Ans: T

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Just What Does the Guest Expect?

Difficulty Level: Easy

31. One of the top ten guest complaints listed by Leonard Berry is inadequate communication after problems arise.

Ans: T

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Just What Does the Guest Expect?

Difficulty Level: Easy

32. Intangible costs, such as the time spent by a customer at a restaurant, are not part of the cost and value equation.

Ans: F

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Analysis

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Costs

Difficulty Level: Medium

33. Understanding and appreciating that guests, their expectations, and their capabilities are varied means that truly guest-focused organizations must hone in on their specific target markets.

Ans: F

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Understanding the Guest

Difficulty Level: Medium

34. The service package is the entire bundle of tangible and intangibles in a transaction with a service component that makes up a service experience.

Ans: T

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Service Product

Difficulty Level: Easy

35. According to Theodore Levitt, everybody is in service; it is simply a matter of which industries service components are greater or less.

Ans: T

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Service Industries

Difficulty Level: Medium

36. The service experience is based on the total experiences with a service provider, not each experience independently.

Ans: F

Learning Objective: LO 1.2 Recognize the importance of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Guest Experience

Difficulty Level: Medium

37. A critical incident is either positive or negative, while a moment of truth refers to a positive memorable experience that wows the guest.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Service Encounters and Moments of Truth

Difficulty Level: Medium

38. Services tend to be both produced and consumed simultaneously.

Ans: T

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: The Nature of Services

Difficulty Level: Easy

39. True service interactions must be face-to-face.

Ans: F

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Services Require Interaction between the Service Provider and the Customer, Client, or Guest

Difficulty Level: Easy

40. Service quality is equal to the service value divided by all costs incurred by the guests.

Ans: F

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Quality

Difficulty Level: Easy

41. Hospitality employees respond best to managerial strategies different from those to which manufacturing employees respond.

Ans: T

Learning Objective: LO 1.6 Explain the reasons why “it all starts with the guest.”

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Importance of Guestology

Difficulty Level: Medium

**Multiple Choice**

42. A guestologist \_\_\_\_\_\_.

a. Asks guests their opinion of the service experience

b. Plans for the expectations of a company’s targeted customers

c. Is an experienced guest

d. Is someone who interacts with guests during the service experience

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Meeting Customer Expectations

Difficulty Level: Easy

43. We have transitioned from a service economy to a(n) \_\_\_\_\_\_.

* 1. Industrial economy
  2. Information economy
  3. Experience economy
  4. Luxury economy

Ans: C

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Contexts of organizations in a global society

Answer Location: Goods to Services to Experiences

Difficulty Level: Easy

44. The primary challenge to the hospitality service provider is \_\_\_\_\_\_.

a. The uniqueness of each guest experience

b. The actions of the employees directly interacting with customers

c. The global nature of the industry

d. The successful collaboration of different departments of a company

Ans: A

Learning Objective: LO 1.2 Recognize the importance of the guest experience.

Cognitive Domain: Comprehension

AACSB: Contexts of organizations in a global society

Answer Location: Unique, Yet Similar

Difficulty Level: Medium

45. A major tool guestologists use is \_\_\_\_\_\_.

a. Observation

b. Surveying

c. Theorizing

d. Probabilistic Statistics

Ans: D

Learning Objective: LO 1.2 Recognize the importance of the guest experience.

Cognitive Domain: Knowledge

AACSB: Group and individual behaviors

Answer Location: Unique, Yet Similar

Difficulty Level: Medium

46. The major responsibility for fulfilling the expectations created by the marketing department and by the past experiences of repeat guests lies with \_\_\_\_\_\_.

a. The marketing department of the organization

b. The operations side of the organization

c. The advertising department of the organization

d. The general manager of the organization

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Meeting Expectations

Difficulty Level: Medium

47. In the hospitality field, quality and value can only be defined by \_\_\_\_\_\_.

a. The organization

b. The economy

c. The culture

d. The guest

Ans: D

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Knowledge

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Who Defines Quality and Value?

Difficulty Level: Easy

48. Guestology can be best defined as \_\_\_\_\_\_.

a. stories about good experiences of hospitality guests

b. the study of how guests behave in hospitality organizations

c. the art of treating customers like guests

d. The study of the demographics of guests

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Guestology: What is it?

Difficulty Level: Medium

49. The principles of guestology can be applied appropriately to \_\_\_\_\_\_.

a. internal customers

b. external customers

c. both internal and external customers

d. neither internal nor external customers

Ans: C

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Serving Internal Customers

Difficulty Level: Easy

50. The study of guests is important because \_\_\_\_\_\_.

a. sometimes they do what you want and sometimes they don’t

b. managing guests is like making cars—you have to study them to understand them

c. your guest defines the value and quality of your service

d. guest-focused organizations have higher employee morale

Ans: C

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Guestology: What is it?

Difficulty Level: Medium

51. In which way is service not rendered to people?

a. directly by person-to-person service encounters

b. directly by person-to-property service encounters

c. indirectly by high-tech service devices

d. indirectly by product manufacturing

Ans: D

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Service

Difficulty Level: Medium

52. The service product is \_\_\_\_\_\_.

a. the entire bundle of tangibles and intangibles provided by the service organization

b. only the tangible part of the service experience

c. only the intangible part of the service experience

d. the same thing as the service experience

Ans: A

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Service Product

Difficulty Level: Medium

53. The moment of truth refers to \_\_\_\_\_\_.

a. the term used at Walt Disney World when a security guard suspects a guest of stealing

b. the moment when a chef receives a food order from a server

c. one single moment during a variety of interactions between the guest and the organization

d. a term used by Bruce Laval to describe a phase of guestology

Ans: C

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Service Encounters and Moments of Truth

Difficulty Level: Medium

54. The term *servicescape* refers to \_\_\_\_\_\_.

a. a Carnival Cruise Lines vacation package

b. the service setting or environment

c. a way to get out of a service experience

d. the service product

Ans: B

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: The Service Setting

Difficulty Level: Easy

55. Who defines the quality and value of the hospitality experience?

a. J. D. Power

b. Consumer Reports

c. organizational managers, when they design the experience in the first place

d. the guest

Ans: D

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Introduction

Difficulty Level: Easy

56. The challenge of hospitality is best explained as \_\_\_\_\_\_.

a. getting employees to smile at all guests

b. finding employees with good experience in hospitality

c. ensuring that employees always offer the high level of service the guest wants and expects every time, perfectly

d. providing a good product regardless of the setting or the service delivery system

Ans: C

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Introduction

Difficulty Level: Medium

57. An organization knows it has met guest expectations when \_\_\_\_\_\_.

a. the service experience is delivered exactly the way the organization wanted it to be delivered

b. guests report that their expectations have been met

c. the guest experience as advertised and as delivered are the same

d. the employees report to management that guest expectations have been met

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Group and individual behaviors

Answer Location: Meeting Expectations

Difficulty Level: Medium

58. The quality of the guest-service experience is defined as \_\_\_\_\_\_.

a. the difference between what the guest expected and what the guest actually got

b. inversely proportional to the cost

c. an objectively determined value that can be calculated by the formula Qe = Qed – Qee

d. The absolute value as defined by the formula. Qed + Qee/Qe

Ans: A

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Quality, Value, and Cost Defined

Difficulty Level: Medium

59. The value of a guest experience is equal to \_\_\_\_\_\_.

a. the quality of the guest experience; they are the same

b. the quality of the experience divided by the costs of all kinds

c. the dollar value of the experience to guests

d. the price charged for the experience less the cost of goods sold

Ans: B

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Analysis

AACSB: Financial theories, analysis, reporting, and markets

Answer Location: Value

Difficulty Level: Medium

60. The first step in understanding how to manage the guest experience is \_\_\_\_\_\_.

a. defining the service product

b. organizing the top management team

c. hiring the right people

d. understanding the guests in the target market

Ans: D

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Understanding the Guest

Difficulty Level: Medium

61. KSAs stand for \_\_\_\_\_\_.

a. Key Strategic Activities

b. Knowledge, Skills, and Abilities

c. Knowing Service Actions

d. Keeping Service Alert

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Knowledge

AACSB: Systems and processes in organizations

Answer Location: Understanding the Guest

Difficulty Level: Easy

62. What does guestology do differently from traditional management thinking?

a. It makes employees the top priority.

b. It incorporates social psychology into the planning process.

c. It forces the organization to start its analysis of the guest experience from the customer’s or guest’s point of view.

d. Uses guest’s financial ability to pay to lead product development.

Ans: C

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Guestology: What is it?

Difficulty Level: Medium

63. Responsibility for bringing first-time or infrequent guests to the organization usually lies with the \_\_\_\_\_\_.

a. operations department for delivering service that enhances the organization’s reputation

b. marketing department for making promises about what expectations will be met

c. corporate leadership for making strategic decisions on which demographics to pursue

d. the accounting department who sets the prices

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Guest Expectations

Difficulty Level: Medium

64. Guestology is different than traditional management thinking because

1. It focuses on complex organizational design.
2. It focuses on looking at the guest experience systematically from the guest’s point of view.
3. It focuses on lean production and organizational efficiency.
4. It focuses on looking at the guest experience from the employees’ point of view.

Ans: B

Learning Objective: LO 1.1 Describe the key differences between making products and creating experiences for guests.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Guestology: What is it?

Difficulty Level: Medium

65. Which of the following is an example of the physical production process in the service delivery system at a restaurant?

* 1. the cooking of the food
  2. the serving of the food
  3. the management checking on tables
  4. the point-of-sales system

Ans: A

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: The Service Delivery System

Difficulty Level: Medium

66. Which type of statistics is used by guestologists to identify how organizations can respond to guests needs, wants, capabilities, and expectations?

a. actuary

b. economic

c. regression

d. probabilistic

Ans: D

Learning Objective: LO 1.3 Identify the components of the guest experience.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Unique, Yet Similar

Difficulty Level: Medium

67. Which department in an organization creates the expectations guests need to be delivered?

a. Operations

b. Marketing

c. Management

d. Accounting

Ans: B

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Meeting Expectations

Difficulty Level: Easy

68. When complaining, which of the following includes the guest’s most bothersome issue?

a. impersonal service

b. employees annoyed by requests for assistance

c. harsh, disrespectful treatment by employees

d. mistake-free, careful, and reliable service

Ans: C

Learning Objective: LO 1.4 State the importance of meeting the hospitality guest’s expectations.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Just What Does the Guest Expect?

Difficulty Level: Medium

69. In which of the following scenarios does the value of the experience exceed expectation?

a. low quality, low cost

b. high quality, low cost

c. high quality, high cost

d. low quality, high cost

Ans: B

Learning Objective: LO 1.5 Define *service quality* and *service value* in hospitality.

Cognitive Domain: Comprehension

AACSB: Systems and processes in organizations

Answer Location: Value

Difficulty Level: Easy