

中國文化大學 101 學年度暑假轉學招生考試

系組：觀光事業學系三年級

日期節次：7 月 25 日 第 1 節 09:00-10:20

科目：旅館管理

4-8-9

[Part 1] 配合題 (22 %)

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|---------------------|--------------------|----------------------|--------------------|------------------------------|---------------------------|
| A. Convention Hotel | B. Mark-up | C. Marketing | D. Moment of Truth | E. Emergency Plan | F. Last Call |
| G. Stay-over | H. O.O.O. | I. Conference Center | J. Chained Recipe | K. D.N.D | L. Preventive Maintenance |
| M. Booking | N. Standard Recipe | O. Incident Report | P. Mise en Place | Q. Word of Mouth Advertising | |

- _____ 1. Notice given to guests that service will end at a specified time
- _____ 2. A confirmed sale, such as a reservation or an event.
- _____ 3. A fee added to a supplier's charges that the hotel bills a guest or group to compensate for value added by the hotel
- _____ 4. Any time a guest has an opportunity to form an impression about the hospitality organization.
- _____ 5. A recipe for an item that is itself and ingredient in another recipe.
- _____ 6. The room is unrentable and thus is unassignable at this time.
- _____ 7. A document prepared to record the details of an accident, injury, or disturbance and the hotel's response to it
- _____ 8. A lodging property with extensive and flexible meeting and exhibition spaces that markets to associations, corporation, and other groups bringing people together for meeting.
- _____ 9. A document describing a hotel's predetermined, intended response to safety/security threat it may encounter
- _____ 10. The favorable or unfavorable comments made when previous guests of a hospitality operation tell others about their experiences.
- _____ 11. Maintenance activities designed to minimize maintenance costs and prolong the life of equipment

[Part 2] 選擇題 (42%)

1. Which of the following is most essential to providing good service?
 - A. An attitude of servility
 - B. A high employee to guest ratio
 - C. A good value
 - D. Identifying guest needs and wants
2. A "per diem" is:
 - A. A daily fixed amount paid for a traveler's lodging expense
 - B. Established by a hotel's G.M.
 - C. Determined nationally by the hotel's franchisor
 - D. Established by the hotel's sales and marketing department
3. A STAR Report evaluates a hotel's sales and marketing efforts in relationship to the:
 - A. Ideal effort
 - B. Budgeted effort
 - C. Results of "comp set" hotels
 - D. Hotels' forecasted resulted
4. Which of the following is **TRUE** regarding the differences between travel agents and tour operators?
 - A. Travel agents are able to buy services at a discount because they are buying them in large quantities
 - B. Tour operators are hired by customers, and thus are working in their best interest
 - C. Travel agents collect commissions from the hotels they choose for their clients
 - D. Many hotels have their own in-house tour operators
5. In a small city of USA, there are 7 hotels with a combined total of 660 sleeping rooms. During the month of December, 2005 an average of 450 of those 660 rooms were sold, generating \$33,750 in room sales. What was the Average Daily Rate (ADR) of the city for the month of June?
 - A. 68%
 - B. \$75.00
 - C. \$51.14
 - D. \$23.86
6. A guest room door with a "DND" on it means:
 - A. Clean this room immediately
 - B. Clean this room tomorrow
 - C. Do not clean this room now
 - D. Do not clean this room today
7. Making the distinction between mislaid, lost, and abandoned property is:
 - A. A subjective judgment made by the Executive Housekeeper
 - B. An objective judgment made by a room attendant
 - C. A judgment made by the Executive Housekeeper in keeping with the hotel policies and procedures
 - D. Typically left to the discretion of the General Manager
8. In hotels, the "end" of one day and the "beginning" of another usually occurs:
 - A. At 11:59 p.m.
 - B. At 12:01 a.m.
 - C. At a time designated by the G.M.
 - D. When the night auditor begins the night audit
9. What is the occupancy rate for a hotel that has 250 rooms and on October 18th sold 180 of those rooms with a total revenue of \$17,640?
 - A. 1.38%
 - B. 72%
 - C. 98%
 - D. 70.5%
10. Yield management:
 - A. Is a method for raising rack room rates
 - B. Never affects regular guests
 - C. Is not easily used in the hotel industry
 - D. Can positively affect RevPar
11. When a management company and investor enter into a management contract, the contract will end....
 - A. According to terms outlined in the contract
 - B. In three years
 - C. Whenever required ROI drops below the desired level
 - D. When the management company changes General Managers

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12. The main difference between a deluxe breakfast and a continental breakfast is that a continental breakfast does not include:
- A. Pastries and juice
 - B. A variety of hot beverages
 - C. Eggs and meat items
 - D. Bagels and waffles
13. Purchasing an insurance bond (bonding) is a good way for a hotel to protect against the possibility of financial loss due to:
- A. Robbery
 - B. Natural disaster
 - C. Fire or flood
 - D. Embezzlement
14. A corkage fee is charged when a guest:
- A. Breaks a bottle of liquor accidentally
 - B. Asks a hotel staff member to open a bottle of wine
 - C. Selects a very expensive bottle of wine that must be carefully opened
 - D. Brings in their own bottle of alcohol for consumption at a banquet function
15. A document prepared to record the details of an accident, injury, or disturbance and the hotel's response to it is known as a(n) _____ Report.
- A. Emergence
 - B. Incident
 - C. Crisis
 - D. Significant event
16. Limited-service hotels without food operation facilities:
- A. Cannot service meetings that require hot meals
 - B. Are best managed by teaming with local caterers who can provide meals
 - C. Typically prohibit guests from bringing food onto the property
 - D. Can rent hot food equipment to prepare hot meals if needed
20. The best menus are those that are developed based upon:
- A. Guest preferences
 - B. Cost of the menu items
 - C. Portion sizes of the menu items
 - D. The time it takes to produce each menu item
21. Helping employees plan a career ladder is a method designed to:
- A. Encourage employees to consider a hotel/lodging career track
 - B. Prevent non-formal teambuilding
 - C. Eliminate the need for positive discipline
 - D. Train employees to become General Managers
22. A hosted bar is one in which:
- A. Guests pay the host for the beverages they consume
 - B. Guest pay the hotel for beverages ordered by the host
 - C. The host pays the hotel for beverages consumed by guests
 - D. The hotel comps the host's drinks
23. Refurbishment of a hotel typically occurs after _____ years of operation.
- A. 0~1 years
 - B. 1~3 years
 - C. 6~8 years
 - D. 15~22 years
24. Franchise companies typically will set a standard for:
- A. The number of items to be included in a breakfast
 - B. The items to be served and the serving hours
 - C. Only the serving hours
 - D. The specific brands of products to be used in the breakfast
25. Issuing is the process of:
- A. Serving guests plates of ordered menu items
 - B. Assembling plates of ordered menu items
 - C. Plating and delivering the menu items ordered by guests
 - D. Moving ingredients to those who produce the menu items to be plated and delivered to guests

17. A requirement that specifies what an individual must know, or be able to do, to succeed in a position is called:

- A. Talent
- B. Skill
- C. Competency
- D. Experience

18. Which of the following is most important to the effectiveness of a departmental or cross-function team?

- A. Always satisfying the guest, without fail
- B. Being well aware of their own departmental responsibilities
- C. Having direct contact with the investor(s)
- D. Having one strong leader

19. _____ is the protection of an individual's or business's property.

- A. Safety
- B. Security
- C. Safeguarding
- D. Preserving

26. Source reduction can reduce a hotel's _____ costs.

- A. Utility
- B. Labor
- C. Management
- D. Waste disposal

27. In traditional French service, food is:

- A. Prepared and cooked at the guests' table
- B. Placed onto serviceware in the kitchen, brought to the guests' table by servers, and then portioned onto the guests' plates
- C. Placed onto serviceware in the kitchen and then served to guests at their tables
- D. Brought to the table by the server in serving dishes and placed on the guests' tables so they can pass the food items to each other

28. "House count" refers to the:

- A. number of individuals staying in the hotel
- B. number of rooms available to sell
- C. number of beds that could be occupied
- D. number of rooms sold

[Part 3] 簡答題

1. 請詳加說明旅館預防 "No-Show" 發生方法有哪些? 至少列舉 2 種。(4%)
2. 請詳細說明 "Mislaid Property"、"Lost Property" 和 "Abandoned Property" 三者之不同處。(6%)
3. 請舉例並詳述旅館可以運用的銷售/行銷方式為何? 至少列舉 3 種。(6%)
4. 請詳細解釋旅館會計的特質有哪些? 至少列舉 4 種。(8%)
5. **繪圖題** - 請繪出標準的西式餐具擺置圖, 並明白標示下列 12 項餐具。(12%)

- A. Base plate B. Entrée fork C. Entrée knife D. Salad fork E. Salad knife F. Red wine glass
- G. White wine glass H. Water glass I. Dessert forks J. Dessert spoon K. Bread plate L. Butter knife

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