

eExam Question Bank

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<input type="checkbox"/>	Question Type <span style="float: right;">↕</span>	Question <span style="float: right;">↕</span>	A <span style="float: right;">↕</span>	B <span style="float: right;">↕</span>	C <span style="float: right;">↕</span>	D <span style="float: right;">↕</span>	Answer <span style="float: right;">↕</span>	Remark <span style="float: right;">↕</span>
<input type="checkbox"/>	FBQ	In <input type="text"/> service, the customer is served at a laid table. This type of service includes plated service or silver service.	Table service	Table service				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The main role of the <input type="text"/> manager is to promote the function facilities of an establishment and, where necessary, to make the initial approaches and contacts.	Sales	Sales				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is related mainly to point-of-sale promotion. Its main role is to improve the average spend per head of the customer.	Merchandising	Merchandising				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The <input type="text"/> commercial is generally considered the most effective mass-market advertising format.	TV	TV				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The person who works on the <input type="text"/> must be responsible and well versed in the skills of shaking and stirring cocktails.	Cocktail bar	Cocktail bar				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> can be found in seating areas where the service is not waiter service. These people are responsible for clearing table using trolleys specially designed for the stacking of crockery, glassware, cutlery etc.	Table clearers	Table clearers				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Advertising messages are usually paid for by <input type="text"/> and viewed via various media	Sponsors	Sponsors				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The <input type="text"/> is responsible for billing and taking payments, or making ledger account entries for a food and beverage operation.	Cashier	Cashier				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	In some hotels the title hotel manager or <input type="text"/> may solely be referred to the General Manager of the hotel.	Hotelier	Hotelier				<input type="button" value="eExam"/>

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	A <input type="text"/> service involves the catering service rendered in trains.	Rail	Rail					eExam
<input type="checkbox"/>	FBQ	For economy and tourist flights all meals tend to be of the same size, with <input type="text"/> portions.	Identical	Identical					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a term originally used to describe service at a counter or hatch where customers receive a complete meal or dish in exchange for cash or ticket, commonly used nowadays to describe type of establishment offering limited range menu, fast service with dining area, and take – away facility.	Fast food	Fast food					eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> is a term used to cover the catering, cabin requirements, bonded stores, cleaning and other passenger requirements.	Commissary	Commissary					eExam
<input type="checkbox"/>	FBQ	The main objective in an infomercial is to create an <input type="text"/>	Impulse purchase	Impulse purchase					eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> is an establishment that provides paid lodging on a short-term basis.	Hotel	Hotel					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> is in charge of the buffet in the room, its presentation, the carving and portioning of food and its service.	Chef de buffet	Chef de buffet					eExam
<input type="checkbox"/>	FBQ	Sales promotions targeted at retailers and wholesalers are called <input type="text"/>	trade sales promotions	trade sales promotions					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> has the overall responsibility for a team of staff serving a number of sets of tables (which may be anything from four to eight in number), from one sideboard.	Station headwaiter	Station headwaiter					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.	classified advertising	classified advertising					eExam
<input type="checkbox"/>	FBQ	Sales promotions targeted at the consumer are called <input type="text"/>	consumer sales promotions	consumer sales promotions					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> service staffs are often responsible for a complete floor in an establishment or, depending on the size of the establishment, a number of rooms or suites.	Floor	Floor					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The <input type="text"/> is the person next in seniority to the chef de rang and assists where necessary.	Demi-chef de rang	Demi-chef de rang					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> tray service represents the catering service rendered to patients in the hospital.	Hospital	Hospital					eExam
<input type="checkbox"/>	FBQ	The size and magnitude of a hotel management structure varies significantly depending on the size and <input type="text"/> of the hotel.	Function	Function					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> of service are a measure of the ability of the operation to deliver the service level it is offering.	Standards	Standards					eExam
<input type="checkbox"/>	FBQ	How you look and the <input type="text"/> impressions you create are more often than not seen as a reflection of the hygiene standards of your establishment and the quality of service to come.	First	First					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is one of the seven aspects of the promotional mix.	Sales promotion	Sales promotion					eExam
<input type="checkbox"/>	FBQ	Some sale promotions, particularly ones with unusual methods, are considered <input type="text"/> by many.	Gimmicks	Gimmicks					eExam
<input type="checkbox"/>	FBQ	Commercial advertisers often seek to generate increased consumption of their products or services through <input type="text"/> .	Branding	Branding					eExam
<input type="checkbox"/>	FBQ	Conversation between customers and staff override conversations between <input type="text"/> .	Staff	Staff					eExam
<input type="checkbox"/>	FBQ	In <input type="text"/> service the customer is served part of the meal at a table and is required to obtain part through self-service from one form of display or buffet.	Assisted service	Assisted service					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> is the 'learner', having just joined the food service staff, and possibly wishing to take up food service as a career.	Debarasseur	Debarasseur					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.	Online Advertising	Online Advertising					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> describes advertising in a printed medium such as a newspaper, magazine, or trade journal.	Press advertising	Press advertising					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters.	In-store advertising	In-store advertising					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> refers specifically to the ability of the staff in a food and beverage operation to contribute to the promotion of sales.	Personal selling	Personal selling					eExam
<input type="checkbox"/>	FBQ	In <input type="text"/> service the customer is required to help him or herself from a buffet or counter. This type of service can be found in cafeterias and canteens.	Self-service	Self-service					eExam
<input type="checkbox"/>	FBQ	In order to promote the sale of <input type="text"/> (meetings/conferences/banquets etc.) most establishments now have banqueting and/or meetings and conference sales packages.	Functions	Functions					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop.	Coffee cup advertising	Coffee cup advertising					eExam
<input type="checkbox"/>	FBQ	In <input type="text"/> service the customer orders, pays and receives the food and beverages, for instance at a counter, at a bar in licensed premises.	Single point	Single point					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> is responsible for the service of all alcoholic drinks during the service of meals.	Sommelier	Sommelier					eExam
<input type="checkbox"/>	FBQ	In <input type="text"/> service (or service in situ) the food and drink is taken to where the customer is. This includes tray service in hospitals and aircraft, trolley service, etc	Specialized	Specialized					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> refers to two aspects: first, the procedures for service and second, the way in which the procedures are carried out.	Service specification	Service specification					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> staff are responsible for the service of morning coffee, afternoon teas, aperitifs and liqueurs before and after both lunch and dinner, and any coffee required after meals.	Lounge	Lounge					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are large structures located in public places which display advertisements to passing pedestrians and motorists.	Billboards	Billboards					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The [ ] sequence is essentially the bridge between the production system, beverage provision and the 'customer process' (or experience).	Service	Service					eExam
<input type="checkbox"/>	FBQ	[ ] is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action.	Advertising	Advertising					eExam
<input type="checkbox"/>	FBQ	Business and first class passengers will often receive a food and beverage service equivalent to that of a first class hotel or restaurant and there is little [ ] control.	Portion	Portion					eExam
<input type="checkbox"/>	FBQ	[ ] service involves the catering service rendered in an airline.	Airline tray	Airline tray					eExam
<input type="checkbox"/>	FBQ	The [ ] is responsible for the carving trolley and the carving of joints at the table as required.	Carver	Carver					eExam
<input type="checkbox"/>	FBQ	[ ] skills in food and beverage service centre on the interactions between the customer and the food and beverage service staff.	Interpersonal	Interpersonal					eExam
<input type="checkbox"/>	FBQ	Patients in hospital often have special [ ] and their likes and dislikes are also of importance.	Dietary needs	Dietary needs					eExam
<input type="checkbox"/>	FBQ	Depending on the size of the establishment, the [ ] manager is either responsible for the implementation of agreed policies or for contributing to the setting of catering policies.	Food and beverage	Food and beverage					eExam
<input type="checkbox"/>	FBQ	Essentially, a [ ] enters a food service area, orders or selects his/her choice and then is served.	Customer	Customer					eExam
<input type="checkbox"/>	FBQ	The [ ] acts by instruction from the chef de rang.	Commis de rang	Commis de rang					eExam
<input type="checkbox"/>	FBQ	[ ] is a larger ad (can include art) that typically run in an article section of a newspaper.	Display Ad	Display Ad					eExam
<input type="checkbox"/>	FBQ	[ ] refers to the food and beverage items on offer, the portion size or measure, the cooking method, the degree of cooking, the method of presentation, the cover, etc	Technical specification	Technical specification					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> are found in cafeterias where they would stock the counter and sometimes serve or portion food for customers. Duties may also include some cooking of call order items.	Counter assistants	Counter assistants					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> of service in food service operations can range from being very limited to complex, with high levels of personal attention.	Level	Level					eExam
<input type="checkbox"/>	FBQ	Virtually any <input type="text"/> can be used for advertising.	Medium	Medium					eExam
<input type="checkbox"/>	MCQ	A <input type="text"/> is a term used to cover the catering cabin requirements, bonded stores, cleaning and other passenger requirement	trolley	commissary	charge	haul	B		eExam
<input type="checkbox"/>	MCQ	The division of cafeteria includes all of the following except <input type="text"/>	counter	free-flow	supermarket	industrial	D		eExam
<input type="checkbox"/>	MCQ	<input type="text"/> involves catering service rendered in an airline	airline service	airline rail service	airline tray service	airline bowl service	C		eExam
<input type="checkbox"/>	MCQ	A service that involves customers selecting from a counter with varying designs and layouts is <input type="text"/>	secondary self service	primary self service	self service	care service	B		eExam
<input type="checkbox"/>	MCQ	A <input type="text"/> service is a limited type of room service provided in rail services	conventional	class	sleeper	commisary	C		eExam
<input type="checkbox"/>	MCQ	<input type="text"/> is a term used to describe service at a counter where customers receive a complete meal or dish in exchange for cash	franchise	fast service	fast meal	fast food	D		eExam
<input type="checkbox"/>	MCQ	Food and beverage operations on trains fall into the following category except <input type="text"/>	rail	conventional restaurant	kiosk	trolley service	A		eExam
<input type="checkbox"/>	MCQ	A type of cafeteria where customers queue in line formation past a service counter and choose their menu requirement is <input type="text"/> cafeteria	free-flow	echelon	counter	supermarket	C		eExam
<input type="checkbox"/>	MCQ	<input type="text"/> hotels are built to meet housing needs of families	resort	residential	commercial	family	B		eExam
<input type="checkbox"/>	MCQ	A service where patients are often placed on prescribed foods is <input type="text"/>	Recovery service	care service	inhouse service	hospital tray service	D		eExam
<input type="checkbox"/>	MCQ	A person who holds a management occupation within a hotel establishment is a <input type="text"/>	hotelier	manager	supervising manager	director	A		eExam
<input type="checkbox"/>	MCQ	Various methods are used to keep the food hot or cold for patients with prescribed food and all of the following have such methods except <input type="text"/>	heated method	chilled pellet method	insulated trays	warded trays	D		eExam
<input type="checkbox"/>	MCQ	<input type="text"/> is an establishment that provides paid lodging on a short-term basis	restaurant	lounge	hotel	motel	C		eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	_____ hotels are designed to accommodate the rising tide of tourists	rail road	resort	rank	commercial	B	eExam
<input type="checkbox"/>	MCQ	The _____ terminals can be interfaced with computer systems for dietary recipe analysis	reader	network	menu reader	system	C	eExam
<input type="checkbox"/>	MCQ	A food service operation can be seen as comprising three operating systems except _____	food production	beverage provision	merchandising provision	food and beverage service	C	eExam
<input type="checkbox"/>	MCQ	interpersonal skills related to specific points of service includes all of the following except _____	seating customers	handling menus	handling coats	offering menus	D	eExam
<input type="checkbox"/>	MCQ	Types of advertisement include all of the following except _____ advertising	online	3D	press	radio	B	eExam
<input type="checkbox"/>	MCQ	_____ refers to the intensity of limitations in the individual personal attention given to customers	service level	service availability	service flexibility	service reliability	A	eExam
<input type="checkbox"/>	MCQ	_____ advertising is a long formal television commercial typically five minutes or longer	informercial	consumer	press	online	A	eExam
<input type="checkbox"/>	MCQ	_____ are licensed places primarily for drinking alcoholic beverages	public houses	private houses	bar	lounges	A	eExam
<input type="checkbox"/>	MCQ	The prominent forms of communications are advertisement and _____	marketing	relations	merchandising	promotion	C	eExam
<input type="checkbox"/>	MCQ	Sales promotion through _____ is concerned with contacting and informing the existing market of a business and providing information on products available	Advertising	marketing	personal selling	merchandising	A	eExam
<input type="checkbox"/>	MCQ	_____ is responsible for the implementation of agreed policies or for contributing to the setting of catering policies	supervisor	head master	food and beverage manager	restaurant manager	D	eExam
<input type="checkbox"/>	MCQ	A series of autonomous counters where customers may either order and eat or buy from a number of counters and eat in separate take away is _____	kiosk	tray	vending	food court	D	eExam
<input type="checkbox"/>	MCQ	_____ is any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service	merchandising	marketing	sales promotion	advert	C	eExam
<input type="checkbox"/>	MCQ	The _____ is to promote the function facilities of any establishment and to make initial approaches and contact	beverage manager	supervising manager	sales manager	food manager	C	eExam
<input type="checkbox"/>	MCQ	_____ refers to the food and beverage items on offer, the portion size of measure, the cooking method, the degree of cooking, method of presentation e.t.c.	service specification	technical specification	process specification	item specification	B	eExam
<input type="checkbox"/>	MCQ	a complete description of the lost child report includes all of the following except _____	sex	name	age	nature of incident	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The provision of food service and beverage service by means of automatic retailing is _____	drive in	vending	tray	echelon	B	eExam
<input type="checkbox"/>	MCQ	_____ is responsible for accepting bookings and for keeping the bookings diary up to date	supervisor	restaurant manager	reception head waiter	section supervisor	C	eExam
<input type="checkbox"/>	MCQ	the resources used in food service operations include all of the following except _____	material	labour	productivity	facilities	C	eExam
<input type="checkbox"/>	MCQ	sales promotions targeted at the consumer are _____	trade sales	money sales	consumer sales	people sales	C	eExam
<input type="checkbox"/>	MCQ	the basic information that should be found in recording incidents report includes all the following except _____	tribe	place	time	date	A	eExam
<input type="checkbox"/>	MCQ	a service where the customer is served part of the meal and is required to obtain part through self service is _____	self service	table service	assisted service	single point service	C	eExam
<input type="checkbox"/>	MCQ	_____ is a form of communication used to encourage or persuade an audience to continue or take some new actions	marketing	promotion	advertising	speaking	C	eExam
<input type="checkbox"/>	MCQ	within food service operations, the level of service in a specific operation maybe defined as technical specification and _____ specification	product	process	service	ites	C	eExam
<input type="checkbox"/>	MCQ	The following are parts of promotional mix except _____	advertising	purchase	exhibitions	direct marketing	B	eExam
<input type="checkbox"/>	MCQ	The _____ staff contributes to the customers perception of value for money, hygiene and cleanliness, the level of service and the perception of atmosphere that the customer experiences	food	service	beverage	hygiene	B	eExam
<input type="checkbox"/>	MCQ	customer service in a food service operation includes all of the following characteristics except _____	service level	service availability	service reliability	service recommendation	D	eExam
<input type="checkbox"/>	MCQ	_____ has overall responsibility for the organisation and administration of particular food and beverage service areas	headmaster	supervisor	restaurant manager	station waiter	C	eExam
<input type="checkbox"/>	MCQ	_____ is mainly used to improve the average spend per head of the customer	sales	merchandising	advert	promotion	B	eExam
<input type="checkbox"/>	MCQ	_____ refers to the extent to which alternatives are available and to which there can be variations in the standard product offered	service flexibility	service level	level of standard	service reliability	A	eExam
<input type="checkbox"/>	MCQ	Sales promotions can be directed at the following except	customer	sales staff	retailers	market watchers	D	eExam
<input type="checkbox"/>	MCQ	_____ involves directories, guides, business publications, journals and other magazines	infomercials	consumer publications	online advertising	consumer directory	B	eExam



<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The business strategy that is aimed at maximising turnover is _____	sales promotion	sales margin	sales economy	sale media	A	eExam
<input type="checkbox"/>	MCQ	Sales promotions targeted at the retailers and wholesalers are _____	trade sales	money sales	consumer sales	people sales	A	eExam
<input type="checkbox"/>	MCQ	Special product sales can be used to increase sales by promoting _____	children's menus	diabetic menus	wine and spirit promotions	all of the above	D	eExam
<input type="checkbox"/>	MCQ	Internet based media includes all of the following except _____	social networks	web portals	trade portals	platforms	D	eExam
<input type="checkbox"/>	MCQ	The three types of sales promotion particularly useful for food service operations includes all of the following except _____	advertising	reporting	merchandising	personal selling	B	eExam
<input type="checkbox"/>	MCQ	_____ fast food is often highly processed and prepared in an industrial fashion	modern commercial	commercial	modern	new	A	eExam
<input type="checkbox"/>	MCQ	Advertisement is intended to effectively persuade the target audience to arrive at a _____ as desired by the advertiser	communique	decision	conclusion	standpoint	B	eExam
<input type="checkbox"/>	MCQ	All modern food and beverage service method are grouped under _____ customer processes	five	four	three	six	A	eExam
<input type="checkbox"/>	MCQ	The aim of _____ is to increase the sales of a product introduced into the market	merchandising	communique	platform	advert	D	eExam
<input type="checkbox"/>	MCQ	Examples of devices used in sales promotion include all of the following except _____	coupons	samples	premiums	displays	D	eExam
<input type="checkbox"/>	MCQ	Media and non media marketing communication are employed for a limited time to increase consumer Demand, improve product availability. Examples includes all of the following except _____	coupons	contests	trade	prizes	C	eExam
<input type="checkbox"/>	MCQ	Sales promotion through _____ is related mainly to point of sale promotion	advertising	reporting	merchandising	personal selling	C	eExam
<input type="checkbox"/>	MCQ	Most _____ stimuli must also be supported by good personal selling techniques	marketing	advert	merchandising	personal selling	C	eExam
<input type="checkbox"/>	MCQ	_____ is very essential for product sales	marketing	communication	relations	advert	B	eExam
<input type="checkbox"/>	MCQ	_____ refers specifically to the ability of the staff in a food and beverage operation to contribute to the promotion of sales	personal selling	promotion	stimuli	sales promotion	A	eExam

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