

## Marketing Restaurants and Lounges

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

1. The trading (or catchment) area from which most restaurants derive business is typically within a radius of \_\_\_\_\_ mile(s).
  - a. one
  - b. three to five
  - c. six to ten
  - d. over twenty
2. Tracking the number of covers, table turnover ratios per meal, and customer check average is primarily a function of which of the following areas of positioning research?
  - a. situation research
  - b. trend research
  - c. competition analysis
  - d. merchandising research
3. “You can’t bank percentages” is a concern addressed in which of the following menu development stages?
  - a. image
  - b. price
  - c. message
  - d. design
4. Which of the following statements about menu pricing strategy is false?
  - a. Many hotel restaurants price menu selections primarily on a cost-of-merchandise basis.
  - b. It’s easier to determine overhead costs for free-standing restaurants than it is for hotel restaurants.
  - c. A cost-of-merchandise pricing strategy divides the cost of a menu item by a desired food cost percentage.
  - d. A lower cost-of-merchandise percentage always means higher profits.
5. Cyndi, the manager of the Pasta Delight Restaurant, is redesigning the restaurant’s menu from a three-panel to a two-page menu. Where on the new menu should Cyndi place the menu items that she most wants to sell?
  - a. on the right page at the top of the category list
  - b. on the right page at the bottom of the category list
  - c. on the left page at the top of the category list
  - d. on the left page at the bottom of the category list

6. An attractive display of fresh produce near a restaurant's entrance is an example of:
  - a. added-value alternatives.
  - b. tabletop selling.
  - c. special promotional items.
  - d. product packaging.
7. Package pricing is an example of which of the following merchandising methods?
  - a. menu development
  - b. point-of-purchase materials
  - c. value-added alternatives
  - d. suggestive selling
8. Which of the following is an example of point-of-purchase merchandising?
  - a. food servers suggesting an appetizer with dinner
  - b. salad bars priced both with and without a dinner entrée
  - c. tent cards on restaurant tables
  - d. food servers recognizing a repeat guest by name
9. Some restaurants hold in-house promotions during which items such as children's toys are given away free of charge or are sold at cost; these items are called:
  - a. coupons.
  - b. premiums.
  - c. gift certificates.
  - d. sampling.
10. Carl is a food server with the Madison Street Restaurant. Tonight a couple with two toddlers is seated at one of his tables. Carl went out of his way to be friendly and attentive to this table, to reassure the parents that the children were welcome. He also gave the kids a light complimentary snack to prevent them from getting restless before their food arrived, and delivered the orders promptly when they were ready. Even though the kids got fussy toward the end of the meal, Carl kept up his friendly banter with the parents and said good-bye to them warmly when they left the restaurant after their meal. Carl was practicing which of the following methods for building guest loyalty?
  - a. recognition
  - b. recommendations
  - c. reassurance
  - d. recovery