

東海大學105學年度碩士班考試入學試題

考試科目：餐旅管理學

科目代碼：66021

應考系組：餐旅系

考試日期：105年03月06日第2節

使用計算機：不可

共 / 頁(第 / 頁)

請於答案卷作答，違者不予計分

1. The reasons for success of McDonald are quality, speed, cleanliness, service and value. Recently, McDonald's Corp is looking to sell its 350 branches in Taiwan to potential franchisees as part of the US fast-food chain's global turnaround plan. Please make your point to explain their decision (20%), and give some descriptions of challenges of fast food restaurant operation (10%).
2. Whether for business or pleasure, travel remains strong. This comes even in the face of challenges globally, as global travel and tourism is expected to finish 2015 up 3.8%, reaching a total contribution of US\$7.8 trillion in GDP according to the World Travel and Tourism Council. What are the trends for lodging industry? (20%)
3. What are the differences between wide span of control and narrow span of control in hotel industry? (10%)
4. Please to explain the reasons that hotel businesses apply yield management system. (10%)
5. Please explain the following key terms 30%
 - a. A la carte
 - b. POS
 - c. Overbooking
 - d. Rack rate
 - e. Time share
 - f. Turn down service