

科目：旅館管理

系所組：餐旅管理學系甲組

一、選擇題 (一題兩分，三十分)

1. Which of the following is not an example of a full-service hotel?  
a) Super 8   b) Grand Hyatt   c) Westin   d) Four Seasons
2. The following functions belong to the human resources department except:  
a) employee recruitment   b) training   c) final hiring decision   d) benefits administration
3. A daily analysis report generated by the reservations department includes the number of:  
a) reservations, arrivals, no shows, and walk-ins  
b) rooms requested and denied  
c) employees in the front office department  
d) hours worked by the employees in the front office department
4. When a hotel over-sells its rooms and does not have enough rooms to accommodate guests who have reservations, the hotel will need to find accommodation for the guests, pay for that room, and normally the taxi ride to the other hotel. This process is known as:  
a) compensating a guest   b) driving a guest   c) running a guest   d) walking a guest
5. Job descriptions can also be used for all the following except:  
a) setting pay scales   b) scheduling   c) performance evaluation   d) training
6. Hotels normally pair up room service department with the:  
a) banquet kitchen   b) coffee shop kitchen   c) lobby bar   d) front office
7. RevPar is a product of:  
a) ADR and room revenue  
b) occupancy percentage and room revenue  
c) rooms revenue and rooms sold  
d) ADR and occupancy percent
8. Full closets with lights, bedside reading lamps, towel hooks in the bathrooms are some innovations in hotels made by:  
a) Conrad Hilton   b) Ellsworth Statler   c) Kemmons Wilson   d) J. Willard Marriott
9. Franchise fees can include fees such as:  
a) monthly, initial, and weekly  
b) weekly, initial, and training  
c) weekly, training, and advertising  
d) advertising, monthly, and initial
10. What rate do hotels usually offer meeting planners?  
a) government rate   b) employee rate   c) industry rate   d) premium rate
11. Which of the following room status needs special attention?  
a) O/C   b) O/V   c) V/R   d) V/D
12. Guests' room preferences do not include:  
a) occupancy   b) smoking   c) room configuration   d) service level

13. Room rate includes a room and two meals is: a) AP b) MAP c) BP d) CP

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14. Which service style does the Japanese Capsule hotel belong to?

- a) limited service b) extended stay c) full service

15. Which hotel group does Holiday Inn belong to:

- a) IHG b) Marriott c) Starwood d) Hyatt

## 二、問答題（三題，七十分）

1. 近些年來，台灣致力於城市行銷（ex. 台北聽障奧運、台北花博、高雄世運、或是偶像劇的景點置入拍攝等）。請選定一個旅館定位、搭配一個城市行銷，設計該旅館的行銷方案。(20%)
2. 餐旅業(Hospitality Industry)為追求更高的競爭優勢，須提供顧客殷勤款待的服務，製造讓顧客難忘的消費體驗，以有別於一般的消費服務。請您就旅館人力資源管理的觀點，分別就款待服務人員的：(1) 人力招募與甄選 (15%)；(2) 教育訓練與評估 (15%) 等方案，提出有效提升顧客款待體驗的人資策略。
3. 以餐旅業而言，低薪資與高工時的工作特性，往往造成優秀人才無法長期留任，使組織失去競爭力。而台灣近年來高等教育的普及，造成高學歷的人力遽增，卻也引發了結構性失業的問題。針對此一問題，餐旅業應該如何因應高學歷的人力發展趨勢，調整並有效管理這群知識工作者？(20%)

※ 注意：1. 考生須在「彌封答案卷」上作答。

2. 本試題紙空白部份可當稿紙使用。

3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。