

科目：餐旅管理

系所組：餐旅管理學系碩士班

第一部分：選擇題，每題2分，共24分（答錯不倒扣），請將全部答案寫在彌封答案卷上。

- ___ 1. What is the fastest growing industry in the world?
a. Computers & Tourism
b. Computers & Education
c. Hospitality & Education
d. Hospitality & Tourism
- ___ 2. What does TQM stand for?
a. The quality management
b. Total quality management
c. Total quality movement
d. Total quantity Management
- ___ 3. The graveyard shift usually runs through what times?
a. 4:00 pm to 12:00 am
b. 8:00 am to 4:30 pm
c. 11:00 pm to 7:30 am
d. 12:00 pm to 8:30 pm
- ___ 4. Hotels may be classified according to
a. location
b. price
c. type of service
d. all of the above
- ___ 5. What is the term used when a company receives a fee, a percentage of gross sales and/or net operating profit for its work?
a. franchising
b. leasing
c. management contract
d. vacation ownership
- ___ 6. The largest department in a hotel, in terms of the number of employees, is
a. concierge
b. housekeeping
c. reservations
d. rooms division
- ___ 7. _____ are given when the person making the reservation wishes to ensure that the reservation will be held.
a. Booked reservations
b. Confirmation numbers
c. Confirmed reservations
d. Guaranteed reservations
- ___ 8. Yield management is a _____ forecasting technique used to maximize room revenue.
a. demand
b. long-term
c. ROP
d. supply
- ___ 9. In the housekeeping department _____ is measured by the person hours per occupied room.
a. budget
b. productivity
c. revenue
d. shift work

※ 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。

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- ___10. What is the modern trend where major lodging companies have properties in each segment of the market, such as luxury, mid-scale, and economy?
- horizontal integration
 - monopoly
 - oligopoly
 - vertical integration
- ___11. _____ have greatly enhanced a hotels ability to accept, store, and retrieve guest reservations, guest history, requests, and billing arrangements.
- In-room check-outs
 - Point of Sales terminals (POS)
 - Property management systems (PMS)
 - Split shifts
- ___12. Which forecast do room service managers analyze in determining the house count, guest mix, convention, group, and others?
- food and beverage forecast
 - front desk forecast
 - revenue forecast
 - sales forecast

第二部分：解釋名詞(每題 5 分，共 30 分)

1. First in first out
2. rancidity
3. Standard Operating Procedure
4. gross profit
5. employee empowerment
6. moist-heat cooking

第三部分：簡答題測試，共 46 分。

1. 請寫出並解釋本系的英文系名"RHIM"這個字的英文全名與意義？並寫出餐旅管理學系碩士班畢業生，在餐旅和觀光相關產業可以從事哪些工作？（10分）
2. 請問寫出並解釋旅館規劃與管理包括哪十個面向？（16分）
3. 102 年度食安問題在餐飲業掀起重要的討論議題，請您說明選購海鮮產品時有那些認證及需注意的事項？（10分）
4. 試說明菜單訂價時需考慮的策略？（10分）

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