Chapter 4

1. What is the core philosophy of Isadore Sharp’s leadership at Four Seasons Hotels?

A) Prioritizing cost-cutting over service

B) Treating others as you wish to be treated yourself\*

C) Focusing on rapid expansion at any cost

D) Investing only in luxury properties

2. What was one of the first service innovations introduced by Four Seasons Hotels?

A) Budget-friendly accommodations

B) Shampoo in bathrooms and 24-hour room service\*

C) Eliminating front desk services

D) Offering only digital concierge services

3. What is the Golden Rule that defines Four Seasons’ corporate culture?

A) The customer is always right

B) Treat employees as they treat guests

C) Treat people the way you would like to be treated\*

D) Focus on profits before service

4. What is internal marketing?

A) Advertising aimed at external consumers

B) The practice of marketing a company’s brand through employees\*

C) Reducing company investments in employee training

D) Outsourcing all employee hiring to third parties

5. What is one key benefit of internal marketing?

A) It increases employee commitment and job satisfaction\*

B) It reduces customer engagement

C) It eliminates the need for formal HR training

D) It allows companies to cut costs by reducing staff

6. What is the primary goal of a service culture?

A) To create a company culture focused on delivering excellent customer service\*

B) To minimize customer interaction with staff

C) To automate all service processes

D) To standardize products rather than experiences

7. How does internal marketing impact employee retention?

A) It increases employee loyalty and reduces turnover\*

B) It makes job roles more rigid

C) It reduces the need for employee benefits

D) It eliminates customer feedback mechanisms

8. What is a key characteristic of companies with strong service cultures?

A) Strictly enforcing top-down decision-making

B) Empowering employees to make customer-oriented decisions\*

C) Limiting employee interactions with customers

D) Prioritizing policies over customer needs

9. What role does employee empowerment play in service culture?

A) It allows employees to make service decisions without seeking managerial approval\*

B) It limits customer complaints

C) It reduces training time

D) It eliminates frontline decision-making

10. What is a common result of disempowerment in hospitality operations?

A) Higher customer satisfaction

B) Increased staff motivation

C) Slow complaint resolution and low productivity\*

D) Faster employee promotions

11. What is a drawback of excessive empowerment?

A) Increased customer complaints

B) Some employees may feel overwhelmed by responsibility\*

C) Reduced service quality

D) Higher employee turnover

12. How does Disney train new employees in its service culture?

A) Through extensive traditions courses focused on company values\*

B) By limiting formal training to two days

C) By using only online training modules

D) By focusing on automation instead of employee engagement

13. What role does a marketing approach to human resource management play?

A) It helps attract and retain employees by understanding their needs\*

B) It reduces training budgets

C) It eliminates the need for recruitment advertising

D) It focuses only on customer-facing employees

14. How did EasyJet incorporate internal marketing into its recruitment strategy?

A) By hiring a recruitment agency to replace in-house hiring

B) By placing job recruitment ads on aircraft greetings\*

C) By limiting recruitment to experienced employees

D) By focusing only on executive hiring

15. What is the primary advantage of micro-training in employee development?

A) It delivers bite-sized learning in a more engaging way\*

B) It eliminates the need for hands-on training

C) It focuses only on leadership training

D) It reduces knowledge retention

16. What was the top priority for hospitality training in 2024 according to CHART and Opus Training?

A) Financial planning

B) Customer service and leadership development\*

C) Technical skills for kitchen staff

D) Social media marketing

17. How does WestJet’s culture promote employee engagement?

A) By offering employees profit-sharing and stock ownership\*

B) By limiting employee interactions with customers

C) By prioritizing seniority over performance

D) By automating customer service

18. What unique approach does WestJet use for boarding passengers?

A) Based on ticket price

B) By sock color or zodiac sign\*

C) In alphabetical order

D) By time of ticket purchase

19. How did Marriott’s CEO Arne Sorenson communicate with employees during the COVID-19 crisis?

A) By reducing all company communications

B) By posting a video on social media outlining company adjustments\*

C) By eliminating all non-essential HR meetings

D) By limiting employee access to corporate news

20. What is a key element of employee motivation in hospitality?

A) Salary alone

B) A combination of monetary and non-monetary rewards\*

C) Minimal training programs

D) Strict work schedules

21. What is a major challenge in retaining hospitality employees?

A) High turnover rates\*

B) Limited career growth opportunities

C) Excessive salaries

D) Minimal customer interaction

22. How does Southwest Airlines encourage employee engagement?

A) By creating a Culture Committee to promote company values\*

B) By reducing employee benefits

C) By limiting social events

D) By offering only short-term contracts

23. What is the main goal of internal communication in hospitality?

A) To ensure employees understand their roles and company objectives\*

B) To increase company bureaucracy

C) To limit feedback from employees

D) To minimize training efforts

24. How did Micato Safaris differentiate itself in the luxury travel market?

A) By focusing on high-end accommodations only

B) By offering family-style hospitality and exclusive experiences\*

C) By limiting customer service training

D) By increasing automation in tour bookings

25. What role does employee recognition play in internal marketing?

A) It improves job satisfaction and motivation\*

B) It has no impact on employee performance

C) It reduces employee engagement

D) It eliminates the need for customer feedback