

Task Check List for Chapter 1

1-1. Review the Learning Outcomes for this week's lesson:
<ul style="list-style-type: none">• Distinguish between commercial and noncommercial food service operations.• Outline the origins and development of food service in hotels, restaurants, and institutions.• Identify and describe the three basic organizational categories of commercial food service operations, and discuss the use of for-profit contract management companies to run noncommercial operations.• Identify trends likely to affect food service in the coming years.
1-2. The study questions have been designed to aid in retention of key concepts prior to attempting the chapter quiz and the final exam. You may reference these while completing the weekly quizzes but they will not be allowed during the final exam.
<ol style="list-style-type: none">1. Which of the following statements about food service in noncommercial facilities is true?<ol style="list-style-type: none">a. Noncommercial food service operators usually seek to minimize expenses while providing consumers with nutritious meals.b. The first goal of food service operators in noncommercial facilities is to generate profits.c. Food service operators in noncommercial facilities are prohibited by law from making profits.d. Nutrition is of little concern to noncommercial food service operators.2. Which of the following statements about lodging food service is true?<ol style="list-style-type: none">a. Food and beverage departments typically can generate required profits on the basis of sales to in-house guests only.b. Lodging food services often are designed to compete with food and beverage operations outside the hotel.c. Full-service hotels rarely offer in-room food service.d. In the lodging industry, food service facilities are typically found only in large lodging operations.3. Which of the following would be considered a commercial food service facility?<ol style="list-style-type: none">a. food service provided by a caterer at off-site locationsb. food service in prisonsc. food service in military installationsd. food service in public schools4. Which of the following chain operations was among the very first to offer franchising opportunities?<ol style="list-style-type: none">a. Howard Johnson'sb. McDonald'sc. Holiday Innd. Red Lobster5. Which of the following is a home food service innovation that is growing in popularity?<ol style="list-style-type: none">a. providing home delivery that includes service during the meal and clean-up afterwardsb. providing overnight delivery for long-distance take-outc. providing home replacement meals that customers pick up and take home with themd. all of the above

6. Which of the following tends to encourage entrepreneurs to enter the restaurant business?

- a. Many restaurants require relatively little capital to get started.
- b. Many menu item ideas can be found on the Internet.
- c. It is easy to learn how to operate a restaurant.
- d. Independent restaurants often bring in more revenue than chains.

7. What is an advantage that independent restaurants tend to have over large chain restaurants?

- a. Independents can acquire cash and credit more easily than chains.
- b. Independents typically have much more freedom to experiment extensively with different menu items, designs, and operating procedures than chains have.
- c. Independents are often able to react more quickly to changing market conditions than large chains.
- d. Independents are often better able to evaluate financial information and to determine whether they are performing as well as they should be performing.

8. One business will often create a name, theme, design, and set of operating methods and sell the right to use them to others. This type of food service establishment is called a(n):

- a. independent operation.
- b. franchise.
- c. chain.
- d. contract management company.

9. Which of the following statements about franchising is **true**?

- a. Franchisees typically have the freedom to change menu items at their individual properties.
- b. Franchise agreements tend to favor the franchisor.
- c. Franchisees typically must pay only initial fees to the franchisor.
- d. The franchisor is usually responsible for generating funds to start the business.

10. Which of the following is a trend likely to be seen in quick-service operations in the future?

- a. a decrease in drive-through service
- b. the addition of ethnic-fusion menu items
- c. standardization of marketing strategies
- d. new foods and higher quality items

1-3. Complete the reading Chapter 1 - "The Food Service Industry."

- Read Chapter 1 – "The Food Service Industry" in the textbook: *Management of Food and Beverage Operations* (Fifth Edition) by Jack D. Ninemeier. The chapter is organized according to the learning outcomes/competences required in order to successfully complete this week's timed Quiz on Canvas.

1-4. Review the lecture:

The lectures in this course are provided in 3 formats (recorded, printed text-heavy color slides, and notes with 6 slides per page). Please select the format that best meets your learning needs.

1-5. Review the Video: A day in the life of a Restaurant Manager (15 minutes).

Please note the managers comments regarding topics covered in the textbook and lecture:

1-6. Complete the Chapter 1 Quiz – You are allowed unlimited attempts to assist in the retention of material.

Students will be allowed to repeat the review quiz on the AHLA CourseLink. When you feel ready to proceed, complete the timed quiz on Canvas. The points earned on Canvas will be used toward your overall grade for this class. You will be permitted one attempt on the Chapter 1 Quiz.

1-7. Assignment:

Please complete the following items to demonstrate your comprehension and retention of key concepts covered in this week's lesson:

- Complete the Orientation Related Tasks:
 - Welcome Discussion
 - Orientation Assignment
 - Orientation Quiz
 - Send a response to Dr. Linda Ralston's email message

If you have any questions or concerns regarding this lesson, please remember that you may send me a message on Canvas Mail.