**Chapter 1 Test Bank**

**Multiple Choice Questions**

1. What percentage of their food dollars did Americans typically spend at restaurants in the 1950s?

a. 50 percent

b. 5 percent

c. 75 percent

d. 25 percent

2. Which organization/association has predicted that Americans will soon spend 50 percent of their food dollars at restaurants?

a. World Health Organization

b. World Trade Organization

c. National Restaurant Association

d. None of the above

3. When was the first time humankind began to think of food as a commodity that could be prepared and exchanged or sold?

a. Around 3,500 bc

b. Around 25,000 bc

c. 1600 ad

d. None of the above

4. What is meant by the hedonistic approach to food?

a. Eat for the taste of it.

b. Eat to prevent starvation.

c. Eat to live a healthy life.

d. None of the above.

5. Why did the foodservice industry not truly burgeon until the nineteenth century?

a. People did not pay and did not expect to pay for food.

b. People always ate at home.

c. Food was not available outside of the home.

d. None of the above.

6. What changed the understanding of foodservice that was prevalent in the Middle Ages and beyond?

a. It still has not changed.

b. Government/kings’ regulations increased.

c. The political and social upheaval of the French Revolution led to unemployed chefs.

d. None of these are reasons for changes in foodservice.

7. What is the first public dining room where a guest could order from a menu offering a choice of dishes?

a. McDonald’s

b. Boulanger’s restaurant

c. Panda Express

d. None of the above

8. What is the term that denotes offering meals only for the host’s table?

a. Self-service

b. Buffet

c. Table d’hôte

d. None of the above

9. In which city was the first restaurant in the United States opened?

a. New York

b. Los Angeles

c. Chicago

d. Boston

10. What was the type of cuisine in the first ever restaurant in the United States?

a. Italian

b. Mediterranean

c. French

d. Chinese

11. In what setting was the first onsite eatery open?

a. Hospital

b. Factory

c. School

d. Prison

12. What was first offered in Delmonico’s in New York City in 1834?

a. Seating service

b. Printed menus

c. Drive-in service

d. Delivery service

13. In which city did the first McDonald’s open?

a. Boston, Massachusetts

b. Salt Lake City, Utah

c. Des Plaines, Illinois

d. Albuquerque, New Mexico

14. What is the world’s first fully automated restaurant?

a. ‘s Baggers restaurant in Nuremberg, Germany

b. Mongolian Grill in Pullman, Washington

c. Bub’s BBQ in Amherst, Massachusetts

d. None of the above

15.What type of restaurant is most pervasive in terms of the number of global units?

a. Fast casual

b. Quick service

c. Moderate/theme restaurants

d. Fine dining

16. Which of the following are emphasized more prominently in fast casuals than in QSRs?

a. Greater amenities

b. Faster service

c. Cheaper service

d. All of the above

17. Which of the following offer more options on their menus?

a. Family/midscale

b. Fast casual

c. Quick service

d. Moderate/theme

18. Which of the following is a characteristic of moderate/theme restaurants?

a. Emphasis on décor

b. Being value driven

c. Speed of service

d. None of the above

19. Which of the following offers the highest quality with its food?

a. Fine dining

b. Moderate/theme

c. Family/midscale

d. Fast casuals

20. Which of the following is a characteristic of fine dining restaurants?

a. Emphasis on the value or price of the food

b. Maximizing guests’ overall dining experience

c. High-quality, sophisticated meals

d. Both b and c

21. Which of the following is a characteristic of food servers in fine dining restaurants?

a. They must understand all aspects of the offerings.

b. They must place a greater focus on the graciousness of the service.

c. They must anticipate each guest’s every need and strive to exceed that guest’s expectations.

d. All of the above.

22. What is the world’s first restaurant chain?

a. McDonald’s

b. Delmonico’s

c. Burger King

d. Red Lobster

23. Identify a point of differentiation between onsite foodservice restaurants and operations in other segments.

a. Emphasis on nutrition

b. Emphasis on price

c. Emphasis on décor

d. None of the above

24. Which of the following is a characteristic of onsite foodservice restaurants?

a. There is an emphasis on nutrition.

b. The restaurants must use meticulous forecasting and attention to standards.

c. They must adapt to the requirements of the institutions within which they operate.

d. All of the above.

25. Approximately what percentage of the restaurants in the United States are chain restaurants?

a. 50 percent

b. 75 percent

c. 10 percent

d. 25 percent

26. Which term denotes the most common informal market share measure used within the food industry?

a. Stomach share

b. Food share

c. Restaurant share

d. None of the above

27. Which of the following is the world’s top provider of healthcare foodservice?

a. Compass Group

b. Sodexo

c. McDonald’s

d. None of the above

28. Which of the following is one of the two types of foodservice operation within healthcare?

a. Self-op

b. Contracted

c. None of the above

d. Both a and b

29. Which is the largest nongovernmental employer in the world?

a. Lodging

b. Foodservice

c. Manufacturing

d. None of the above

30. Restaurants in which of the following are NOT considered onsite?

a. Eldercare centers

b. Childcare centers

c. Shopping malls

d. Correctional facilities

**True–False**

1. Foodservice today offers more career options than ever before.

2. McDonald’s was the first public dining room where a guest could order from a menu offering a choice of dishes.

3. In the Middle Ages, people did not pay and did not expect to pay for food when eating away from home.

4. Robert Owen, a British utopian socialist, was the first to establish an onsite restaurant.

5. The first drive-in restaurant wasopened in Glendale, California, in 1936 in response to the proliferation of automobiles.

6. Compared with fast casuals, the lighting in quick service restaurants is usually softer, and the seats and tables are more conducive to a relaxing meal.

7. Menu prices at fine dining restaurants are notably higher than are those in the moderate-theme segment.

8. A food outlet at a skilled-nursing center is an example of an onsite restaurant.

9. Quick service restaurants offer more amenities than fast casuals do.

10. Military and transportation-related foodservice are considered part of onsite foodservice operations.

11. Quick service restaurants offer more flexible menu options than fast casuals do.

12. Onsite operations do not require meticulous forecasting or attention to standards.

13. Management structures in onsite foodservice operations vary across the segment.

14. The lodging industry generates three-and-a-half times the revenue of the foodservice industry

15. The foodservice industry employs more minority managers than any other industry.

16. Chain outlets capture a quarter of all restaurant revenues in the United States.

17. The quality of life for onsite restaurant managers is considerably different from that of typical restaurant managers, who must cope with longer hours and weekend crowds.

18. The nutritional and even therapeutic value of food is today considered a vital component of the holistic process of patient care.

19. Mid-scale restaurants normally market themselves as community friendly.

20. In fine dining, servers must anticipate each guest’s every need and strive to exceed that guest’s expectations.

21. Menu prices are notably lower in theme restaurants than they are in the midscale segment.

22. Fine dining restaurants maximize guests’ overall dining experience.

23. Guests pay not only for the food but also for the total dining experience in fine dining restaurants.

24. Onsite restaurants are exactly similar to their offsite counterparts.

25. Compass Group PLC is the largest employer of foodservice workers on the planet.

26. Sodexo’s healthcare division represents approximately 50 percent of the parent company’s revenues.

**Short Answer Questions**

1. What are some unique characteristics of quick service restaurants?

2. How did fast-casual restaurants evolve?

3. Fast-casual operations offer more amenities than QSRs do. Give an example.

4. For what specific dining purpose are midscale restaurants positioned?

5. Define onsite foodservice operations.

6. Give some examples of differentiating factors among onsite foodservice operations.

7. How do fine dining restaurants differ from theme restaurants?

8. What led to the development of the first drive-in restaurant in the United States? When and where was it built?

**Answer Key Chapter 1**

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| **Multiple Choice Answers** | **True–False Answers** |
| 1. D2. C3. A4. A5. A6. C7. B8. C9. D10. C11. B12. B13. C14. A15. B | 16. A17. A18. A19. A20. D21. D22. B23. A24. D25. D26. A27. B28. D29. B30. C | 1. T2. F3. T4. T5. T6. F7. T8. T9. F10. F11. F12. F13. T | 14. F15. T 16. F17. T18. T19. T20. T21. F22. T23. T24. F25. T26. F |

**Short Answer Questions**

1. Common brand affiliation, lowest prices, limited menu.

2. Fast-casual restaurants evolved from the QSR segment in response to customer demand for a little higher quality and better ambiance.

3. It is not unusual to find plants or even aquariums and similarly interesting features at a fast-casual restaurant. The lighting is usually softer, and the seats and tables are more conducive to a relaxing meal.

4. Midscale restaurants seek to entice diners for a family breakfast or dinner with family or friends. They market themselves as community friendly. They attempt to align with what they see as family values, which means that they market themselves as places where families can comfortably experience a meal together.

5. Food outlets in business and industry (B&I), schools, universities and colleges, hospitals, skilled-nursing centers, eldercare centers, childcare centers, correctional facilities, and recreation facilities such as stadiums.

6. Emphasis on nutrition, captive patronage, adaptability to the requirements of the institutions within which they operate.

7. Higher prices, more luxurious service and ambiance, greater focus on service and the overall dining experience.

8. The first drive-in restaurantopened in Glendale, California, in 1936 in response to the proliferation of automobiles.