

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Carefree diners forget about eating healthy when dining out and tend to be: 1) _____
A) males over 50 years of age. B) males under 50 years of age.
C) females under 50 years of age. D) females over 50 years of age.

Answer: B

- Explanation: A)
B)
C)
D)

- 2) Internationalists: 2) _____
A) are younger individuals.
B) live in major metropolitan areas.
C) search for foreign experiences.
D) only C.
E) all of the above.

Answer: E

- Explanation: A)
B)
C)
D)
E)

- 3) The most common promotion restaurants offer to attract families with kids is child-size portions at lower prices: 3) _____
A) colorfully packaged meals.
B) kid-friendly items.
C) fun playgrounds.

Answer: B

- Explanation: A)
B)
C)

- 4) Adventurous diners are: 4) _____
A) enthused about trying new types of foods and ingredients.
B) not enthused about trying new types of foods and ingredients.
C) more concerned about what they eat.
D) more likely to be males under 50 years of age.

Answer: A

- Explanation: A)
B)
C)
D)

5) Menus that are senior friendly should: 5) _____
A) create easy-to-read menus.
B) implement early-bird specials.
C) offer different choices on the menu.
D) only A and C.
E) all of the above.

Answer: E

Explanation: A)
B)
C)
D)
E)

6) The major market categories found in the restaurant industry include: 6) _____
A) captive market, mass market, and status market.
B) free market, niche market, and refueling market.
C) neither of the above.
D) both A and B.

Answer: A

Explanation: A)
B)
C)
D)

7) Men are more likely than women to eat: 7) _____
A) food prepared within the home. B) commercially prepared foods.
C) healthier foods. D) all of the above.

Answer: B

Explanation: A)
B)
C)
D)

8) The National Restaurant Association identifies your birthday as being the first reason for eating at a restaurant on special occasions. What special occasion comes second? 8) _____
A) Easter
B) New Year's Eve
C) Father's Day
D) Valentine's Day
E) none of the above

Answer: E

Explanation: A)
B)
C)
D)
E)

- 9) Urban professionals: 9) _____
A) do not want to know what it is they are eating.
B) do not enjoy experimenting with new restaurants.
C) are not careful about what they eat.
D) none of the above.
E) all of the above.

Answer: D

- Explanation: A)
B)
C)
D)
E)

- 10) Morning-meal business accounts for: 10) _____
A) less than 10 percent of restaurant industry sales.
B) more than 70 percent of restaurant industry sales.
C) more than 40 percent of restaurant industry sales.
D) less than 50 percent of restaurant industry sales.

Answer: A

- Explanation: A)
B)
C)
D)

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 11) _____ appreciate subtlety and are more concerned with food quality than price, service, or location. 11) _____

Answer: Seniors

Explanation:

- 12) Describe how one might satisfy the lifestyle support or convenience goal. 12) _____

Answer: Pressed for time where the customer is in a hurry and has little time available. These visits tend to be on weekdays, early in the evening. Children are part of the group one-third of the time with hamburgers being most common menu choice and the average time spent being less than half an hour. No energy/fatigue when the diner is tired and want to take it easy. Weekdays, relatively early in the evening, is the common pattern where the decision on where to go is made at the last minute. Hamburger and pizza are, again, the most common choices. Meals last about a half-hour and coupons are used relatively often. Most customers are young couples without children.

Explanation:

- 13) Some researchers hire _____ who conduct one-on-one, on-the-street interviews with 18- to- 30-year-olds. 13) _____

Answer: urban pioneers

Explanation:

- 14) Explain how Bob Evans Farm satisfies children with the design of their menu. 14) _____
 Answer: Menus need to be designed with children in mind. The children's menu at Bob Evans Farms utilized input from both children and their parents to develop tater tots shaped like the letters of the alphabet (so kids can spell out their names on the plate), chicken nibbles, grilled cheese sandwiches, and macaroni and cheese.
 Explanation:
- 15) Explain how the goal of social pleasure or togetherness is met. 15) _____
 Answer: Celebration/special occasion where the accent is on enjoying each other's company. These meals tend to be on Saturday, the decision is made well in advance, the meals last one and a half hours, the party is large, and coupons are not used. Kids where the (adult) decision maker is primarily concerned with pleasing one or more children. The size of the group is large, the decision is made that day (50 percent of the time an hour or less in advance), hamburger and pizza are the favorite choices, and coupons are used. Customers tend to be younger parents of children and females.
 Explanation:
- 16) _____ has recently been identified as a current cultural value that has contributed to the popularity of such things as tasting menus in restaurants. 16) _____
 Answer: Customization
 Explanation:
- 17) The modern family includes: _____, _____, and _____. 17) _____
 Answer: baby boomers, their parents, and their children
 Explanation:
- 18) A segmentation approach known as _____ believes that needs and life circumstances make those 55-and-over less receptive to marketing offerings. 18) _____
 Answer: gerontographics
 Explanation:
- 19) The _____ is more concerned with where they eat. 19) _____
 Answer: mass market
 Explanation:
- 20) _____ are researchers that obtain market data and attempt to identify the next trends that will develop to fruition in the next five to ten years by observing the behaviors of early adopters. 20) _____
 Answer: Trend spotters or Cool hunters
 Explanation:
- 21) Explain how the goal of eating pleasure is met. 21) _____
 Answer: A craving where the focus is on satisfying the desire for a particular type of food, irrespective of how healthy it might be. Cravings occur every day of the week, early in the evening. Oriental, pizza, and general menu are the typical choices, the average time spent at the restaurant is one hour, and children are typically not present. Home cooking where the desire is for healthy, wholesome food. Meals are taken before 6:30 P.M., the decision being made not very far in advance
 Explanation:

- 22) The _____ is limited in the choice of what is available. These customers have little choice in what to eat, when and where to eat, and the price if a charge is made. 22) _____
 Answer: captive market
 Explanation:
- 23) Name the four customer trends that will be key in shaping the restaurant industry over the next ten years. 23) _____
 Answer: The aging of the baby boomers
 Increase in the ethnic population
 Increase in women in the workforce
 Decrease in both customers and employees under 25 years of age
 Explanation:
- 24) _____ look for a menu with unique tastes related to regions of the country producing the ethnic cuisine. 24) _____
 Answer: Internationalists
 Explanation:
- 25) _____ are interested in dramatic, unusual food presentations. 25) _____
 Answer: Urban professionals
 Explanation:

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 26) Americans tend to dine out when celebrating holidays and special occasions. 26) _____
 Answer: True False
 Explanation:
- 27) Cultural infidelity is the interest in mixing and blending the different cooking methods from other cultures. 27) _____
 Answer: True False
 Explanation:
- 28) By adjusting ethnic recipes to meet children's tastes, operators can help educate a future generation of diners. 28) _____
 Answer: True False
 Explanation:
- 29) A trend analysis can be an effective method of successfully launching a new menu item, restaurant concept, or advertising campaign. 29) _____
 Answer: True False
 Explanation:
- 30) Males are more likely to eat out on their wife's birthday than females on their husband's birthday. 30) _____
 Answer: True False
 Explanation:
- 31) The captive market seeks food in a social setting. 31) _____
 Answer: True False
 Explanation:

- 32) Complaints about institutional food have less to do with the way the food is served and more do with the food itself. 32) _____
 Answer: True False
 Explanation:
- 33) A menu can be made more senior-friendly by serving smaller portions at lower prices. 33) _____
 Answer: True False
 Explanation:
- 34) Full-time employees report that they spend their lunch break eating. 34) _____
 Answer: True False
 Explanation:
- 35) One way to examine the various market segments for meals is to break down customers by meal occasion. 35) _____
 Answer: True False
 Explanation:

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 36) Explain the differences between mass market and status market.
 Answer: The mass market looks for food in a social setting. This large segment of the market encompasses everyone from teenagers grabbing a burger in the company of friends and families eating out together to special dates and anniversary dinners. Whatever the occasion, the primary concern is the same: with whom we eat. The status market is more concerned with where they eat. To see and be seen is more important than what is on the menu. The choice of restaurant to which a business client is taken for lunch indicates what status the client "deserves." At the same time, the prices on the menu are, in part, a measure of the status accorded the host by his or her company. The person who selects the restaurant or suggests an item from the menu takes responsibility for that suggestion. If the experience is good, the recommendation is complimented and the recipient gets to bask in the admiration of others. The reverse is also true: more than an overcooked steak is on the line. It should be emphasized that at different times of the week, the same person can be concerned with satisfaction of different needs. An executive may grab a salad at Wendy's for lunch on Monday, dine with her husband at a romantic getaway on Tuesday, and treat a business client to lunch in an upscale club on Wednesday. In the first instance the concern is physical—to refuel; in the second it is belonging and love—to create the mood for romance; and in the third it is esteem—to impress the client. The key for the operator is to understand the underlying motivation for dining experience and to organize all elements of the marketing mix to meet those needs and wants.
- 37) How do internationalists and urban professionals differ?
 Answer: Internationalists look for:
- A menu of unique tastes related to regions of the country producing the ethnic cuisine
 - Sophisticated cultural cues in the décor and atmosphere
 - Servers able to speak the language of the country producing the ethnic cuisine
 - Special cues that make natives of the country producing the cuisine feel welcome
 - Cues of authentic cooking
- Urban professionals are interested in:
- A menu that explains the dishes' ingredients in understandable English
 - Changing menus and extensive specials
 - Dramatic, unusual food presentations
 - Involvement with environment and health issues
 - Affiliation with the local fitness/jogging community

38) Name and describe the four distinct segments of the 55-and-over market.

Answer: Healthy hermits are in good health but are socially withdrawn. Their time is taken up with day-to-day tasks. They deny that they are old and resent the fact that others expect them to behave like old people. Healthy hermits are well educated and have the highest income of any of the four groups. There are an estimated 20 million people in this segment. Ailing outgoers are health conscious and seek to remain socially active. They tend to be retired yet still interested in learning new things. There are approximately 18 million people in this segment. Frail reclusives are inactive and have one or more chronic ailments. Spending most of their time at home, the 18 million reclusives are concerned with personal and physical security. Healthy indulgers have a lot in common with baby boomers. The seven million adults are relatively wealthy and want to make the most of life.

Answer Key

Testname: C2

- 1) B
- 2) E
- 3) B
- 4) A
- 5) E
- 6) A
- 7) B
- 8) E
- 9) D
- 10) A
- 11) Seniors
- 12) Pressed for time where the customer is in a hurry and has little time available. These visits tend to be on weekdays, early in the evening. Children are part of the group one-third of the time with hamburgers being most common menu choice and the average time spent being less than half an hour. No energy/fatigue when the diner is tired and want to take it easy. Weekdays, relatively early in the evening, is the common pattern where the decision on where to go is made at the last minute. Hamburger and pizza are, again, the most common choices. Meals last about a half-hour and coupons are used relatively often. Most customers are young couples without children.
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- 22) captive market
- 23) The aging of the baby boomers
Increase in the ethnic population
Increase in women in the workforce
Decrease in both customers and employees under 25 years of age
- 24) Internationalists
- 25) Urban professionals
- 26) TRUE
- 27) FALSE
- 28) TRUE
- 29) TRUE
- 30) TRUE
- 31) FALSE
- 32) FALSE

Answer Key

Testname: C2

33) TRUE

34) FALSE

35) TRUE

36) The mass market looks for food in a social setting. This large segment of the market encompasses everyone from teenagers grabbing a burger in the company of friends and families eating out together to special dates and anniversary dinners. Whatever the occasion, the primary concern is the same: with whom we eat. The status market is more concerned with where they eat. To see and be seen is more important than what is on the menu. The choice of restaurant to which a business client is taken for lunch indicates what status the client "deserves." At the same time, the prices on the menu are, in part, a measure of the status accorded the host by his or her company. The person who selects the restaurant or suggests an item from the menu takes responsibility for that suggestion. If the experience is good, the recommendation is complimented and the recipient gets to bask in the admiration of others. The reverse is also true: more than an overcooked steak is on the line. It should be emphasized that at different times of the week, the same person can be concerned with satisfaction of different needs. An executive may grab a salad at Wendy's for lunch on Monday, dine with her husband at a romantic getaway on Tuesday, and treat a business client to lunch in an upscale club on Wednesday. In the first instance the concern is physical—to refuel; in the second it is belonging and love—to create the mood for romance; and in the third it is esteem—to impress the client. The key for the operator is to understand the underlying motivation for dining experience and to organize all elements of the marketing mix to meet those needs and wants.

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