End of Chapter Review Questions and Answers – Chapter 4

1. What are the most important elements of quality in food service? How are they attained?
   There are many aspects of food quality. These include food taste, food safety, and sanitation (page 112). These are attained through standards, standardized procedures and proper training.

2. What is meant by the term management presence? Why is it important? Have you seen it provided in operations in which you have worked? What are some of the consequences of a lack of management presence?
   Management presence is defined by a manager being present and engaged during service. It is important for guests and employees alike as it gives both parties confidence in the food service experience (pages 111-112).

3. What characteristics do you think are important in a person who chooses to work in food service operations?
   These answers will vary with the class.

4. What pitfalls can you see in the attempts to increase sales? To reduce costs?
   Several things may occur as a result to increase sales. If it is done by raising prices, there may be price resistance. If it is done by up-selling (and not well), customers may resent it. If it is done by bringing in more customers, through promotions and such, there may be an increase in associated costs and there may be a “cheapening” of the product.

5. What are the major approaches to increasing profit? Which is the best way? Why? What are its dangers?
   Increasing profit can be done by raising prices or reducing costs. There are dangers to both (problem of increased prices is discussed above). A problem with decreasing costs is that at a certain point, quality and/or service are reduced.

6. What are the main controllable costs? Why are they called controllable?
   The main controllable cost is labor. It is classified as controllable since management can exert direct control over them (with certain exceptions such as minimum wage) (pages 124-125).