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# Hospitality Management Study Guide Fbla

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Official page for Hospitality Management (PBL) Competitive Event. Includes study guides, quizzes, practice tests, competencies, guidelines to help you

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prepare for the  
Hospitality  
Management (PBL)  
Competitive Event.

**Hospitality  
Management (PBL) -  
FBLA-PBL  
Competitive Event**

Hospitality

Management 1) \_\_\_ is  
the balance of product,  
price, promotion, and  
distribution. a.  
Marketing mix b.  
Product line c.  
Amenities d.

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Equilibrium

Competency: Study Guide Fbla

Hospitality Marketing

concepts 2) \_\_\_\_ is

where a business  
stands in relation to  
other similar

businesses. a. Market

share b. Market

position c. Mission d.

Target objective

**Hospitality**

**Management - FBLA-**

**PBL**

Hospitality & Event

Management (FBLA)

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Category: Collaborative  
Objective Test & Team  
Performance (Role  
Play) Type: Individual  
or Team This is a  
Modified Competitive  
Event: Addition of  
event management  
competencies and case  
studies to the existing  
hospitality  
management  
competencies and case  
studies.

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Management by Future

Business Leaders of

America-Phi Beta

Lambda, Inc. (FBLA-

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minutes, 22 seconds

10,047 views 1st place

winner at 2011 , FBLA ,

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- Orlando, FL Case ,  
study : The medical

field has faced an  
Hospitality

Management - Travel  
and tourism Hospitality

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Ltd. 2 years ago 11 ...

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HOSPITALITY

MANAGEMENT 1. The

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most humane form of  
workforce reduction is:

- a. layoff
  - b. early retirement
  - c. attrition
  - d. termination
- 2.

Expositions also have  
been called: a.

- b. conventions
  - c. trade workshops
  - d. meetings
- 3.

\_\_\_\_\_ is a service  
organization within the  
visitor industry that  
offers a host of  
programs and

**HOSPITALITY**

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Management -

**FBLA-PBL** Study Guide Fbla

Skills: Hospitality is an important aspect of business and society.

This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events. Tips for Events Involving a Case Study and an Interactive/Role Play

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**MANAGEMENT - CA**

**FBLA**

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Start studying FBLA

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**Management**

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Hospitality is an important aspect of business and society. This event provides recognition to FBI-A members who have the ability to help other people enjoy both leisure and business-related events. This is a team event composed of two or three members. This event consists of two parts: an

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HOSPITALITY

MANAGEMENT

Overview Hospitality is an important aspect of business and society.

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paid form of  
nonpersonal  
presentation and ...

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Overview Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events. This is an individual objective test.

**Quia - FBLA**  
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Impromptu Speaking  
Preliminary Topics

## **FBLA / Practice Exams**

Each state may submit four (4) entries in all events except LifeSmarts, Virtual Business Finance Challenge, and Virtual Business Management Challenge. Each competitor can only compete in one (1) individual/ team event and one (1) chapter

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event. Each competitor must compete in all parts of an event for award eligibility.

**Political Science -  
FBLA-PBL**

**Competitive Event**

Plan a social media campaign to increase an FBLA member's knowledge of finances and the impact of personal financial literacy training.

(NOTE: No live social media accounts should

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be created for this event.) Skills: Social media marketing strategy is a form of Internet marketing that utilizes social networking websites as a marketing tool ...

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