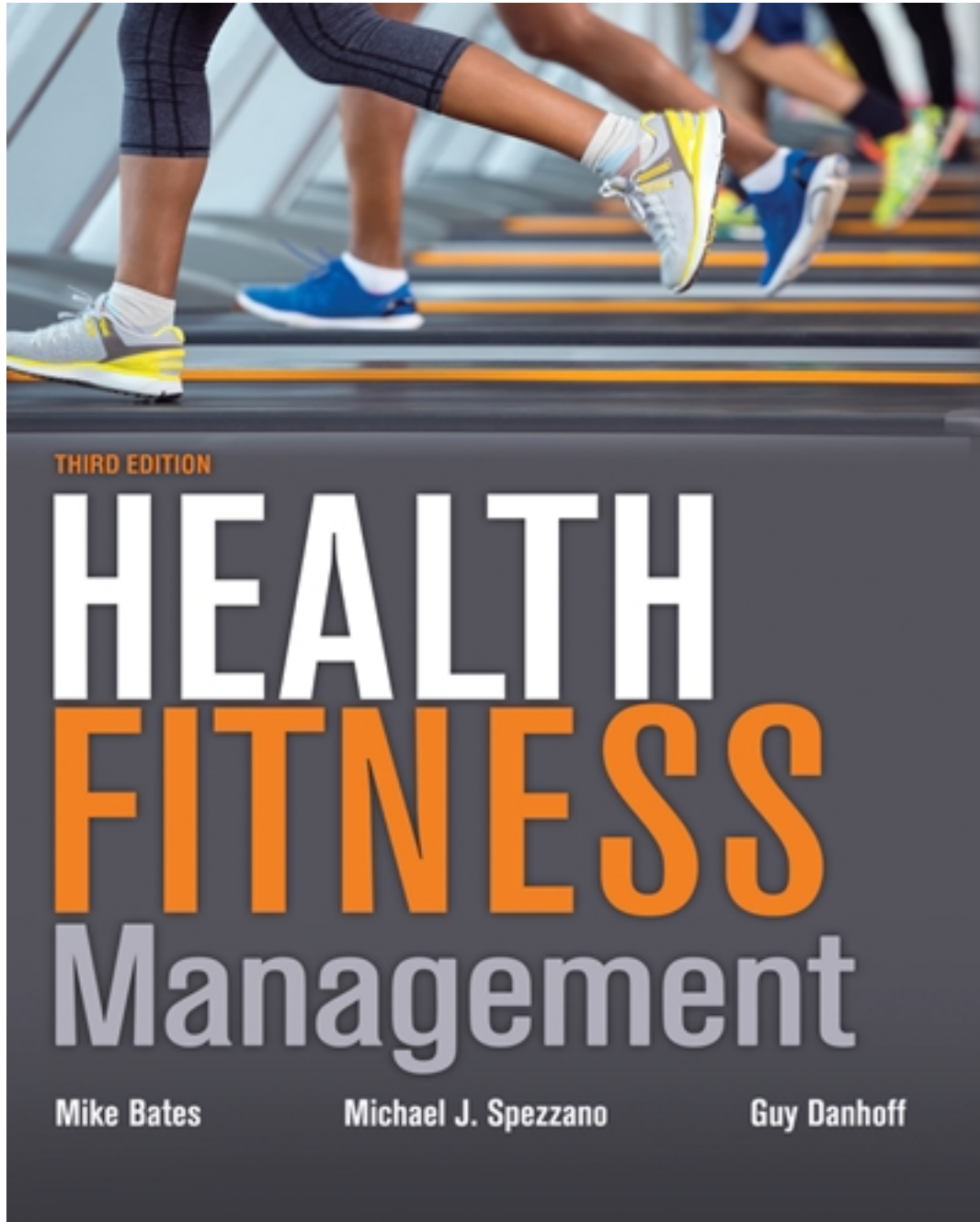


Test Bank for Health Fitness Management 3rd Edition by Bates

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Test Bank

1. Concise _____ define the roles of the employees.

- a. goals
- b. training plans
- *c. job descriptions
- d. interview questions

2. A common theme among fitness businesses and organizations is superior _____ to improve member satisfaction, increase member referrals, and retain members.

- *a. customer service
- b. hiring decisions
- c. handling of customer complaints
- d. training

3. The _____ allows employees to see potential career paths within the organization, and it can be motivational for those seeking growth opportunities and promotions.

- a. strategic plan
- *b. organizational chart
- c. company portfolio
- d. company website

4. IHRSA studies have shown a direct correlation between _____ and _____.

- a. pro shop sales; staff satisfaction
- b. compensation; staff loyalty
- *c. staff retention; member retention
- d. profitability; management satisfaction

5. To ensure their future existence, fitness businesses continue to develop new fee-based programming that positively affects _____.

- a. staff loyalty
- b. member retention
- c. nondues revenue
- *d. both b and c

6. This statement best describes the duties of which person?
Ensures that the annual budget is met, develops a marketing plan with the membership director for continued membership growth, keeps a high profile in the club, and works with department managers to achieve desired results.

- a. membership director
- *b. general manager
- c. membership consultant
- d. fitness director

7. The primary responsibility of the _____ is retaining members by offering a variety of programs that help members attain their health and fitness goals.

- a. membership director
- b. general manager
- *c. membership consultant
- d. fitness director

8. A member _____ rewards members who assist in recruiting a new member.

- *a. referral program
- b. buddy system
- c. performance system
- d. activity calendar

9. These qualifications best demonstrate which job in the for-profit commercial fitness industry?
Demonstrate good communication skills.
Demonstrate good leadership qualities.
Demonstrate strong sales ability.
Display good organizational skills.
Have 2 to 5 years of sales or sales management experience.
Maintain regular attendance and punctuality.

- a. general manager
- b. membership consultant
- *c. membership director
- d. fitness director

10. The membership director should report directly to the

- *a. general manager
- b. fitness instructor
- c. membership consultant
- d. fitness director

11. The purpose of the _____ is to reach individual quotas of monthly dues, annual dues, guest fees, seasonal memberships, and I-fees and thus help ensure that the membership team meets budgeted goals.

- a. fitness director
- *b. membership consultant
- c. personal trainer
- d. membership director

12. Which of these is NOT a general responsibility of the fitness director?

- a. Maintain knowledge of all programs taking place within the club.
- b. Develop and evaluate fitness programs.
- c. Define performance standards and objectives for fitness staff.
- *d. Instruct group exercise classes.

13. The entry-level position in the fitness department is the

- a. assistant fitness director
- b. supervisor of aerobics
- c. exercise physiologist
- *d. personal trainer

14. The personal trainer should report directly to the

- a. personal training manager
- b. general manager
- c. fitness director
- *d. all of these

15. Not-for-profit community facilities are unique in that they

- a. do not have a general manager
- *b. receive tax-exempt status
- c. pay only 50% of their taxes
- d. donate services and equipment

16. YMCAs are examples of what type of *facility*?

- a. free
- b. education based
- c. community based
- *d. not-for-profit community

17. The _____ will assume the primary responsibilities of capital development and annual fund-raising along with developing and executing a communication plan for the community, members, donors, and board members.

- a. community organizer
- *b. finance development executive
- c. financial coordinator
- d. general accountant

18. A _____ rewards members who assist in recruiting new members.

- *a. member referral program
- b. social media "like"
- c. member appreciation night
- d. selfie incentive

19. Which statement regarding hospital-based fitness centers is true?

- a. This type of center is usually for profit.
- b. Employees with less education tend to work here.
- c. Employees who work here come in contact with a limited range of members.
- *d. Most clients will have temporary access to the fitness center.
- e. All of these are correct.

20. It is the manager's responsibility to provide a healthy, challenging, and rewarding work environment that encourages a greater commitment from and builds confidence in part-time and full-time employees.

- *a. True
- b. False

21. Employees' job satisfaction is not directly related to whether their skills are being used to the fullest potential.

- a. True
- *b. False

22. The overall design of any organization is determined by the type of business, the number of employees, and the owners' philosophy.

- *a. True
- b. False

23. The smaller for-profit commercial facilities must be adaptable and have attention-grabbing promotions unless they are part of a franchise that has its own standard operating procedures.

- *a. True
- b. False

24. The primary roles of the facility manager are to ensure the annual budget is met, develop a marketing plan with the membership director for continued membership growth, keep a high profile in the club, and work with department managers to achieve desired results.

- a. True
- *b. False

25. Because 70% to 80% of total club revenue comes from dues, the primary role of the membership director is setting sales goals with membership consultants to maintain a constant stream of new members.

- *a. True
- b. False

26. Membership consultants reach individual quotas for monthly dues, annual dues, guest fees, seasonal memberships, and I-fees (enrollment fees charged when a member first joins) to ensure the membership team meets budgeted goals.

- *a. True
- b. False

27. If the membership department does not have a structured follow-up plan with new members, the chances of retaining those members decrease.

- *a. True
- b. False

28. The primary responsibility of the fitness director is to retain members by offering a variety of programs that help them attain their health and fitness goals.

- *a. True
- b. False

29. Personal trainers sell personal training sessions and packages and establish, implement, monitor, and maintain individual exercise recommendations for clients in a professional manner to ensure member satisfaction and increased profitability.

- a. True
- *b. False

30. For full-time personal trainers, you can control the schedules, establish higher revenue goals, and require a minimum number of paid sessions and integration appointments per month.

- *a. True
- b. False