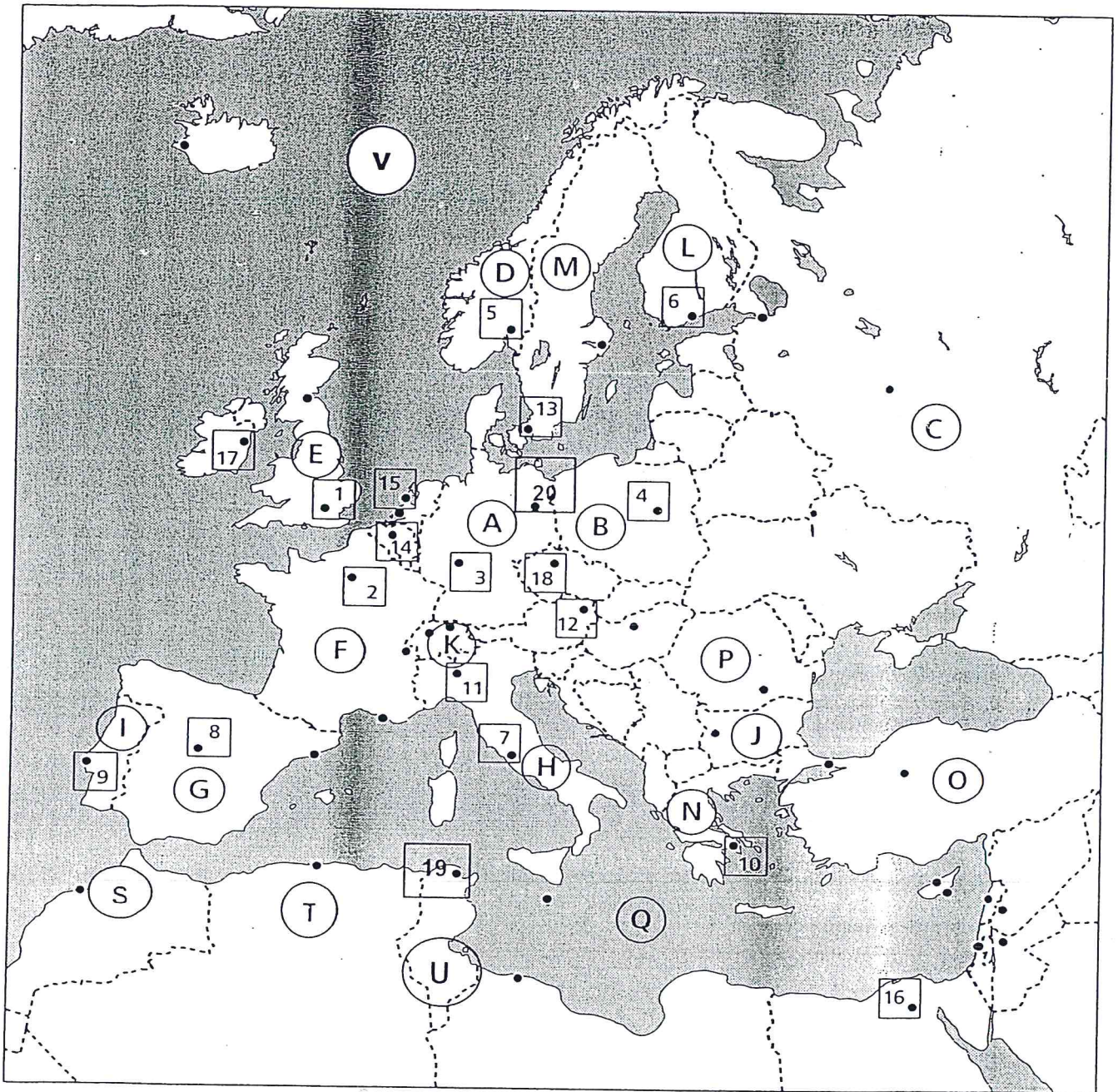


1. Adventure-seekers would enjoy a destination where they can
 - A. cook their meals over a campfire.
 - B. play golf.
 - C. participate in expensive events such as the opera.
 - D. none of the above.
2. Which type of traveller likes to learn about a destination's past and views travel as a way to experience what they have studied or read about?
 - A. religious pilgrims.
 - B. environmental travellers.
 - C. history-lovers.
 - D. sensuous travellers.
3. "Soft adventure" trips involve staying at hotels/motels rather than camping in remote locations.
 - A. True
 - B. False
4. The most popular entertainment destination today, offering gambling, dancing and fun, is a
 - A. safari.
 - B. cruise ship.
 - C. factory outlet.
 - D. national park.
5. A nature tour to South America's Galapagos Islands would be a good suggestion for
 - A. culture-seekers.
 - B. ethnic travellers.
 - C. environmental travellers.
 - D. entertainment-seekers.
6. One of the most important tasks for a professional travel agent in serving a customer is to
 - A. ensure all commissions are paid.
 - B. greet clients with enthusiasm.
 - C. match the travel preferences and needs of the client with a destination that suits his or her preferences and needs.
 - D. none of the above.
7. Recreational travellers
 - A. prefer to explore the culture from which their own ancestors came.
 - B. prefer "mass-appeal" sports like golf, tennis, skiing.
 - C. view travel as a way to pamper or treat themselves.
 - D. look for trendy and expensive destinations to visit.
8. The tropical beaches of the Caribbean are found on which continent?
 - A. South America
 - B. Australia
 - C. Africa
 - D. North America
9. Aspects of geography
 - A. do not change much from year to year.
 - B. change daily.
 - C. change only when natural disasters occur.
 - D. can be learned only by travelling.

10. Which of the following destinations would be a good choice for a status-seeker?
 - A. Monte Carlo
 - B. New York City
 - C. Chicago
 - D. All of the above
11. Which destination would be a good choice for an Australian who wants to try different food or cuisine?
 - A. Paris, France
 - B. Venice, Italy
 - C. Athens, Greece
 - D. All of the above
12. A trip to Yellowstone National Park in Wyoming, USA, would appeal to
 - A. entertainment-seekers.
 - B. adventure-seekers .
 - C. shoppers.
 - D. all of the above.
13. A trip to Paris, France is interesting for customers who enjoy
 - A. adventure.
 - B. nature.
 - C. shopping.
 - D. B and C.
14. The term "ethnic traveller" refers to travellers who are
 - A. eager to explore the culture from which their own ancestors came.
 - B. fluent in the language of the countries they visit.
 - C. motivated mostly by destinations with ethnic food.
 - D. none of the above.
15. The most popular European destination for a relaxing holiday is
 - A. Costa Del Sol, Spain.
 - B. Baden-Baden, Germany.
 - C. Karlovy Vary, Czech Rep.
 - D. All of the above.
16. The official language spoken in Brazil is
 - A. English.
 - B. Italian.
 - C. Spanish.
 - D. Portuguese.
17. What is not true about the continent of Europe?
 - A. Eastern Europe is less developed than the rest of Europe.
 - B. Destinations in Europe do not interest visitors who want to learn about another culture.
 - C. The climate in southern Europe is drier.
 - D. Norway, Denmark and Sweden are the most expensive European countries in the northwest.
18. Customers use the services of travel agents to make travel arrangements because
 - A. they cannot buy directly from travel suppliers such as airlines and hotels.
 - B. they expect that travel agents generally know more about destinations.
 - C. they do not know physical geography.
 - D. None of the above.

Refer to the following map to answer questions 19-36.



19. Letter N is which country?

- A. Italy
- B. Bulgaria
- C. Turkey
- D. Greece

20. Which city is number 15?
- A. Dublin
 - B. Amsterdam
 - C. London
 - D. Brussels
21. Which city is number 1?
- A. Paris
 - B. London
 - C. Copenhagen
 - D. Frankfurt
22. Which country is letter L?
- A. Finland
 - B. Sweden
 - C. Norway
 - D. Denmark
23. Letter J is which country?
- A. Bulgaria
 - B. Romania
 - C. Italy
 - D. Greece
24. Letter A is which country?
- A. Norway
 - B. Germany
 - C. France
 - D. Switzerland
25. Which city is number 13?
- A. Frankfurt
 - B. Stockholm
 - C. Brussels
 - D. Copenhagen
26. Which country is letter U?
- A. Turkey
 - B. Tunisia
 - C. Morocco
 - D. Spain
27. Which city is number 10?
- A. Lisbon
 - B. Rome
 - C. Athens
 - D. Madrid
28. Letter D is which country?
- A. Finland
 - B. United Kingdom
 - C. Sweden
 - D. Norway

29. City number 20 is
- A. Copenhagen
 - B. Berlin
 - C. Frankfurt
 - D. Prague
30. Letter E is which country?
- A. Ireland
 - B. Iceland
 - C. United Kingdom
 - D. Norway
31. Which city is number 12?
- A. Vienna
 - B. Frankfurt
 - C. Prague
 - D. Berlin
32. Number 11 is which city?
- A. Milan
 - B. Geneva
 - C. Frankfurt
 - D. Vienna
33. Which city is number 4?
- A. Warsaw
 - B. Frankfurt
 - C. Prague
 - D. Copenhagen
34. Letter C is which country?
- A. Russia
 - B. China
 - C. Iceland
 - D. Kazakhstan
35. Letter K is which country?
- A. France
 - B. Germany
 - C. Switzerland
 - D. Poland
36. Which body of water is letter Q?
- A. Atlantic Ocean
 - B. Adriatic Sea
 - C. Mediterranean Sea
 - D. North Sea
37. On this train breakfast can be served in bed if the passenger desires it.
- A. Rocky Mountaineer
 - B. Skeena
 - C. Royal Scotsman
 - D. Royal Orient

38. A rail passenger would refer to the train ticket's "Conditions of Carriage" text for information on visa requirements when crossing from one country into another.
- True
 - False
39. If travelling by car on a shuttle car-carrying train the fare is usually for the
- transport of the car only.
 - transport of the car and all the passengers.
 - transport of the car and the driver.
40. A "flexi pass" allows
- travel for a limited number of days within the travel period purchased.
 - unlimited travel for the entire travel period purchased.
 - travel within a limited region or country.
 - travel in second class compartments only.
 - none of the above
41. The African Rail Romance Train offers special trips between Tanzania and Kenya.
- True
 - False
42. The Thomas Cook timetable does not offer
- information on specific luxury train services.
 - listings by national railway company.
 - information on passports and visas.
 - rail passes and programs.
 - all of the above.
43. The Japan rail pass is issued in
- one type.
 - two types.
 - three types.
 - one for each of the six railway companies.
44. Which luxury train offers service through Canada with scheduled stops at night where passengers spend the night in a hotel?
- Orient Express
 - Rocky Mountaineer
 - Blue Train
 - none of the above
45. The most economical and flexible rail pass(es) for travel in Europe is (are)
- Europass.
 - Eurailpass.
 - Eurail Flexipass.
 - B & C.
46. The very fast trains in Japan are called
- Fuji.
 - Shinkansen.
 - Turbo.
 - Eurostar.

47. Some rail tickets do not allow passengers to stop along the way, even when the train makes stops.
- True
 - False
48. Conditions of Carriage are the basis for the relationship between the Railway Company and the passenger.
- True
 - False
49. When using European rail passes, a "day" starts at _____ and ends the following day at _____.
- 7pm - 7pm
 - midnight - 7pm
 - 12 noon - 12 noon
 - midnight - midnight
50. Although rail passes are less expensive than buying individual train tickets, travel by train
- is limited to a number of travel days.
 - is limited to travel in a single country.
 - is limited to travel on consecutive days, with no stops.
 - is limited to a period of time.
51. Rail passes in Europe offer good savings to passengers who need to travel a lot of distance by train. These special price rail passes are offered to
- everyone.
 - visitors from outside Europe.
 - those living in Europe only.
 - none of the above
52. This rail pass is valid in 17 European countries.
- Europass
 - Eurail Pass
 - Eurail Flexipass
 - All of the above
 - B & C only
53. To locate train service between two cities in France using the Thomas Cook Timetable, it is best to consult
- the country map.
 - the place index.
 - the timetable reference number.
 - all of the above.
54. Europasses are flexible passes allowing the passenger to pick and choose the number of travel days and the countries to be visited.
- True
 - False

58. Which train station in Italy offers direct train service to Brussels?
- A. Napoli
 - B. Roma
 - C. Firenze
 - D. Verona
59. A passenger wishes to travel from Brussels to Venezia on the first Wednesday in May. Which train service is recommended?
- A. 91 and 645
 - B. 1299 only
 - C. 1299 and 9437
 - D. A and C
60. How many frontiers (country borders) does train 91 cross between Brussels and Milan?
- A. 1
 - B. 2
 - C. 3
 - D. 4
61. Train number 1299 stops daily in
- A. Milano
 - B. Venezia
 - C. Napoli
 - D. This train does not operate daily.
62. A passenger wishes to travel from Napoli to Brussels. At which station must this passenger change trains?
- A. Bologna
 - B. Milano
 - C. Basel
 - D. All of the above
63. Between April 22 and May 27, train number 1290 from Milano stops in
- A. France only.
 - B. France and Belgium.
 - C. Switzerland.
 - D. Switzerland, France and Belgium.
64. Which train service never operates on Sunday from Milan to Brussels?
- A. 90
 - B. 1290
 - C. 298
 - D. All trains in this schedule operate on Sunday.
65. Which facility is not offered on train number 298 between Basel and Brussels?
- A. Couchette cars
 - B. First class service
 - C. Meals
 - D. All above services are offered.
66. Train service 1299 originates from which Brussels train station?
- A. Zuid
 - B. Noord
 - C. Léopold
 - D. Namur

67. Train number 1299 is a daily service from Brussels to Milano and travels at night.
- A. True
 - B. False
68. Which train service from Brussels does not stop in Milano?
- A. 91
 - B. 1295
 - C. 1291
 - D. 1299
69. Which is the first arrival station in Brussels for train number 1294 from Roma?
- A. Namur
 - B. Zuid
 - C. Léopold
 - D. Noord
70. Which train number offers direct through service from Bologna to Brussels?
- A. 1290
 - B. 9420
 - C. 1294
 - D. None of the above
71. How many train stations in Brussels offer departures from Brussels to Milano?
- A. 1
 - B. 2
 - C. 3
 - D. 4
72. Which train number operates on Saturday, non-stop from Milano Centrale station to Bologna?
- A. 9433
 - B. 1291
 - C. 9409
 - D. All of the above
73. What is always true about buses and coaches? They both
- A. offer the same passenger seat leg space.
 - B. take passengers to destinations outside cities.
 - C. board the same number of passengers.
 - D. are air conditioned.
74. The railways and bus systems in India are national institutions.
- A. True
 - B. False
75. Which of the following statements is false?
- A. In Morocco, long-distance journeys take place only at night.
 - B. In Morocco, there is only one daily departure for every destination
 - C. It is dangerous to use public transportation in Morocco
 - D. all of the above statements are false

76. In North America, which bus pass costs less?
- A. Ameripass for residents.
 - B. Ameripass for international visitors.
 - C. Both the Ameripass and Ameripass for International Visitors sell for the same price.
 - D. None of the above.
77. A "Floripass" is a bus fare for travel in the state of Florida (USA) that includes
- A. admission to some of the Florida theme parks.
 - B. two nights of hotel accommodations and meals.
 - C. travel across the border from the United States to Mexico.
 - D. all of the above.
78. What is a good reason for travelling by bus instead of train?
- A. Baggage is stored in a compartment under the bus and not on board in the bus.
 - B. Buses will make more stops than trains and the passenger will need to change more often.
 - C. Buses do not travel to as many cities and towns as trains do.
 - D. Buses are generally less expensive than trains.
 - E. Answers A and D.
79. Which of the following countries is made up of 2 islands called the North Island and the South Island?
- A. Ireland
 - B. Indonesia
 - C. New Zealand
 - D. Malaysia
80. What is a good reason for choosing to travel by bus or coach?
- A. It is less expensive than travel by other transportation.
 - B. The distance to be travelled is short.
 - C. There is no other transportation offered to the destination.
 - D. All of the above.
81. Passengers interested in travelling by bus in India must be advised of
- A. the climate conditions.
 - B. medical recommendations.
 - C. road conditions.
 - D. all of the above.
82. It is a good idea to make advance bus travel reservations in New Zealand in the popular months of
- A. July and August.
 - B. December and January.
 - C. April and May.
 - D. October and November.
83. Morocco has a safe and punctual public road transportation system.
- A. True
 - B. False
84. In the United States, free baggage allowance for bus travel is
- A. unlimited.
 - B. 20 kg.
 - C. 2 pieces with total weight of 45kg.
 - D. 2 pieces with a combined weight of 30kg.

85. Eurolines offers discounts to travellers under 26 and over 60 years old.
 A. True
 B. False
86. In some African countries, the bus driver is responsible for the bus and will sell tickets on the bus. This means the buses may depart only when all seats are sold.
 A. True
 B. False
87. What climate conditions in India can cause serious damage to roads?
 A. Monsoons
 B. Snow
 C. Hurricanes
 D. Sandstorms
88. Which country is divided into two main islands?
 A. New Zealand.
 B. Great Britain.
 C. India.
 D. Bolivia.
89. The European quality label developed for buses is
 A. QUA.
 B. RAL.
 C. TQM.
 D. CPI.
90. A good way to learn about local people when visiting country is to
 A. travel on a tour to the country.
 B. visit local museums between bus stops.
 C. combine bus travel by day and overnight stays at hotels.
 D. all of the above.
91. "Romantik" hotels can be found in
 A. Austria.
 B. Germany.
 C. Switzerland.
 D. all of the above.
92. Guests in these resorts are invited to participate in seminars and workshops.
 A. personal growth centres
 B. learning centres
 C. hostels
 D. spas
93. The Relais de Campagne are:
 A. hostels.
 B. resorts.
 C. country inns.
 D. spas.

94. To organize information received on hotel products, it is best for a travel agency to
- use a simple alphabetical system by country.
 - stamp the date on brochures.
 - transfer the information received in a computer system.
 - both A and B.
95. "Market segment" refers to a group of people
- who share common needs.
 - who always travel together.
 - who live in the same city.
 - none of the above.
96. Ranches are usually found in
- North America.
 - South America.
 - Europe.
 - Both A & B.
97. Which of the following accommodations is usually "low-cost"?
- A spa.
 - A villa.
 - A hostel.
 - A hotel that is part of a chain
98. Your client is a mid-market traveller on a two-week journey who can afford only two nights at a luxury property. You should book these two nights for
- the first two nights of the journey.
 - the last two nights of the journey.
 - the middle of the journey.
 - none of the above; the client who cannot afford the entire trip at a luxury hotel will be disappointed with only two nights.
99. Accommodation facilities may include
- casinos.
 - swimming pools.
 - beaches.
 - modern communication facilities.
 - all of the above.
100. Accommodations can be destination attractions.
- True
 - False
101. These accommodations have cone-shaped roofs, vinyl windows, skylights and a wood floor. They often sit on poles.
- Ranches
 - Ryokans
 - Spas
 - Yurts

102. Clients are going on vacation to Spain, and are looking for accommodations offering comfortable rooms, local food and excellent value for money. A travel agent should recommend a
- A. paradore.
 - B. pousada.
 - C. villa.
 - D. hostel.
103. These accommodations place importance on the mind rather than the body and therefore pay less attention to food or amenities.
- A. spas
 - B. ryokans
 - C. religious retreats
 - D. none of the above
104. Private homes available for one-week stays in France are called "gites".
- A. True
 - B. False
105. Which of the following would be a good accommodation option for families travelling with children?
- A. A luxury hotel.
 - B. An apartment.
 - C. A budget hotel.
 - D. A hotel with a pool.
106. Familiarization tours offered by airlines, tour operators, and tourist boards give the travel agent the opportunity to
- A. visit new properties and establish personal contacts with the owners or operators.
 - B. learn financial advice on inexpensive ways to travel to the location visited.
 - C. experience the products of all the major chains in the location visited.
 - D. none of the above.
107. Professional travel agents attract clients and improve revenues by
- A. working in a large travel agency.
 - B. organizing information collected on travel products.
 - C. communicating travel products to the public.
 - D. travelling to the destinations they sell.
108. All CRS systems offer a high amount of information and availability for non-hotel accommodations.
- A. True
 - B. False
109. What is the most difficult part of the process in creating and implementing a tour?
- A. The co-ordination and co-operation of travel suppliers.
 - B. Marketing and promoting the tour product.
 - C. Finding prospect customers who like to buy tour packages.
 - D. None of the above.
110. Most cruise ships are at sea between
- A. 6 p.m. and 6 a.m.
 - B. midnight and noon.
 - C. 6 a.m. and 6 p. m.
 - D. none of the above.

111. The five most popular cruise ship destinations are
- A. Hawaii, Caribbean, Alaska, Europe, Canada.
 - B. Caribbean, Alaska, Europe, Panama Canal, Western Mexico.
 - C. Bermuda, Hawaii, Caribbean, Panama Canal, Europe.
 - D. Caribbean, Alaska, Europe, Indian Ocean, East Coast of the United States.
112. Clients seeking a more solitary itinerary than those offered on the typical Alaskan cruise would enjoy a cruise
- A. to the far north near the Pribiloff Islands and the Bering Sea.
 - B. to the North Pole.
 - C. along the Oregon and Washington State shorelines.
 - D. none of the above.
113. Clients who want snorkeling adventure should consider cruising in the
- A. eastern Caribbean.
 - B. western Caribbean.
 - C. southern Caribbean.
 - D. northern Caribbean.
114. The super mega-ship cruise lines are
- A. Royal Caribbean, Carnival, Princess.
 - B. Norwegian, Carnival, Celebrity.
 - C. Royal Caribbean, Princess, Celebrity.
 - D. none of the above.
115. Panama Canal cruises are typically longer in duration than many other cruise itineraries.
- A. True
 - B. False
116. This ratio is calculated by dividing the number of passengers into the gross registered tonnage of a ship.
- A. price/space ratio
 - B. passenger space ratio
 - C. passenger weight ratio
 - D. passenger tonnage ratio
117. The development of the airline industry has played a key role in the expansion of the cruise industry.
- A. True
 - B. False
118. People who want to sail their own boat and choose their own destinations should be offered a
- A. crewed charter cruise.
 - B. bare-boat cruise.
 - C. windjammer cruise.
 - D. barge cruise.
119. All cruises include
- A. transportation from port to port.
 - B. entertainment.
 - C. shuttle service from/to the airport.
 - D. both A and B.
 - E. all of the above.

120. First time cruisers may be disappointed by
- the size of their cabins on board.
 - the number of meals served on board.
 - the entertainment offered on board.
 - the need to call at ports.
121. Passengers on board a southern Caribbean cruise will sail from Barbados and possibly to
- the Bahamas.
 - Aruba.
 - Panama City.
 - Bermuda.
122. Hurricane season in the Caribbean is
- July and August.
 - May to September.
 - November to June.
 - June to November.
123. The daily charge for a "Mass-market" cruise is generally
- under US\$100.
 - US\$100-250.
 - US\$200-300.
 - US\$250-400.
124. River cruises sail a river one-way , in one direction only.
- True
 - False
125. Less expensive outside cabins with no balcony are usually located
- on the lower decks of a cruise ship.
 - on the upper decks of a cruise ship.
 - at the centre of the ship, between the bow and the stern of a ship.
 - all of the above.
126. To depart from ports in Texas, USA, a cruise passenger would take
- an eastern Caribbean cruise.
 - a western Caribbean cruise.
 - a southern Caribbean cruise.
 - a Panama Canal cruise.
127. In planning a tour price, estimate the total number of tour participants through a
- best case scenario.
 - worst case scenario.
 - average case scenario.
 - all of the above.

128. Clients often select a tour because they believe that a tour will provide them with more value for their money.
- A. True
 - B. False
129. Which of the following is a form of promotion?
- A. Advertising.
 - B. Public relations events.
 - C. Person-to-person selling.
 - D. All of the above.
130. There is no way of knowing for certain how many participants will actually take a tour until
- A. final payments from customers have been received.
 - B. clients confirm in writing that they will be taking the tour.
 - C. the tour operator gives you a final count.
 - D. none of the above.
131. What element of a tour product attracts customers most?
- A. cruises
 - B. attractions
 - C. direct flights
 - D. pricing.
132. What department of a tour company plans activities to promote product and company image?
- A. public relations
 - B. advertising.
 - C. direct mail.
 - D. none of the above
133. A tour proposal letter should end by stating the travel consultant's interest in this business and
- A. a follow-up appointment.
 - B. contact a tour wholesaler.
 - C. tour discount details.
 - D. tour pricing details.
 - E. none of the above
134. Which of the following is an example of "variable" cost in the operation of a tour?
- A. Air fares.
 - B. Taxes.
 - C. Local tours.
 - D. All of the above.
135. This step in tour planning involves inspecting tour destinations in advance and developing a management strategy.
- A. Negotiations
 - B. Costing
 - C. Marketing
 - D. Planning
136. The 4 steps of tour development are planning, negotiation, costing and
- A. setting commissions.
 - B. promotion.
 - C. accounting.
 - D. none of the above.

137. Which of the following elements is not considered necessary for a tour to be successful?
- attractions and entertainment
 - details
 - the age of the client
 - profit
138. The person or business entity that sells the tour product to the general public is called a
- tour wholesaler.
 - tour operator.
 - tour broker.
 - tour retailer.
139. Two of the most common methods to calculate profit mark ups are unit price costing and
- cost plus pricing.
 - average cost pricing.
 - selling.
 - affinity standard cost pricing.
140. Tour costs that do not change when the number of tour participants increases or decreases are called
- fixed costs.
 - variable costs.
 - mixed costs.
 - net costs.
141. Promotional items are used by travel agents to thank clients for their business. They do not include
- disposable cameras.
 - complimentary air tickets.
 - luggage tags.
 - travel accessories.
142. A tour product cannot be refunded after the customer pays it for. This information must be presented to customers in writing.
- True
 - False
143. Unlike other forms of promotion, radio and television advertising does not require professional production.
- True
 - False
144. The best way to create a customized tour for one person is to
- start with confirming an itinerary with flights.
 - find a destination escort to accompany the passenger.
 - build on an existing tour package.
 - none of the above.
145. PSAA 3 gives travel agents the right to sell
- international air passenger transportation.
 - international rail passenger services.
 - international passenger cruise products.
 - all of the above.

146. Consumer protection laws require travel agencies
- to advertise their services.
 - to price their products and services competitively.
 - to be insured for liability.
 - to sell local products and services only.
147. Which of the following is not an international travel industry association?
- ICAO
 - ABTA
 - WTO
 - IH&RA
148. Monies collected by an IATA agent for airline passenger tickets are the property of the
- passenger.
 - agency.
 - airline.
 - bank.
149. Consumer protection laws protect
- customers.
 - travel agencies.
 - airlines.
 - all of the above.
150. A license is
- a membership with a travel agency association.
 - a legal permission to open a business.
 - a consumer protection law.
 - a bank guarantee against bankruptcy.
151. The new IATA formed in 1945 was incorporated in
- Great Britain.
 - France.
 - United States.
 - Canada.
152. When BSP is not in operation in a country, the travel agency must report airline product sales
- to the passenger.
 - directly to each airline that appointed him/her.
 - directly to any airline that does not participate in the BSP.
 - both B and C.

153. According to resolution 814, the Agency Services Manager (ASM) of a country decides if an application to become an IATA agent is accepted.
- A. True
 - B. False
154. Travel agencies never have to be licensed or authorised to operate.
- A. True
 - B. False
155. Under a guarantee system, the travel agency is able to
- A. refund money received from customers if they are not satisfied with their trip.
 - B. refund money received from customers if the travel agency is bankrupt.
 - C. refund money received from customers in the event of a civil war.
 - D. all of the above.
156. A travel agency with more than one approved office location
- A. does not require an IATA Agent Numeric Code for each location.
 - B. shares the same IATA Agent Numeric Code for each approved location.
 - C. receives a different IATA Agent Numeric Code for each approved location.
157. A travel agency's membership with its national travel agency association may be cancelled if
- A. the travel agency does not sell tour packages.
 - B. the travel agency earns low revenues.
 - C. the travel agency does not pay the annual membership fee.
 - D. the travel agency does not meet IATA accreditation criteria.
158. Which may not be required to open a travel agency business in any country?
- A. Liability insurance.
 - B. A permit or license.
 - C. A bank guarantee.
 - D. IATA approval.
 - E. A, B and C.
159. In an IATA agent numeric code 92-2-31406, the number "2" represents
- A. number of branches the agency has.
 - B. country code.
 - C. agency code.
 - D. IATA area.
160. Traffic documents, such as air passenger tickets, given to an IATA approved agency are the property of the
- A. supplier.
 - B. agent.
 - C. government.
 - D. customer.

161. Resolutions are the rules decided by the IATA Traffic Conferences.
- A. True
 - B. False
162. _____ airlines can sell their products and services through IATA approved travel agents reporting to IATA's Bank Settlement Plan.
- A. IATA member
 - B. IATA non-member
 - C. IATA associated
 - D. all of the above
163. What has no influence when selling over the telephone?
- A. Voice intonation
 - B. Distractions and interruptions
 - C. Time.
 - D. Appearance.
164. The following is one reason why customers repeatedly buy from the same travel agent.
- A. The travel agency is located close to the customer's location.
 - B. The travel agent provides good information about destinations.
 - C. The travel agent has given good service before.
 - D. all of the above
165. Which statement is always true of large-account or large-company customers?
- A. There is only one decision maker.
 - B. These customers are more careful about making a purchase.
 - C. These customers are not concerned about spending the company's money.
 - D. The selling process is simple and easy.
 - E. It is not important to have a good relationship with the customer.
166. What is most important to large company accounts?
- A. That the company's employees are satisfied with their travel experience.
 - B. That the company's employees have a good relationship with the travel agency staff.
 - C. That the company's travel expenses are reasonable.
 - D. That the travel agency is owned by the company.
167. When a customer doesn't believe that a suggested travel product will meet his/her needs, it means that
- A. the customer is not ready to travel.
 - B. the customer has not seen the product 's features presented in a brochure.
 - C. the customer does not believe the product offers positive benefits.
 - D. the customer does not like the travel agent.
168. It is enough for a good sales person to know the products well.
- A. True
 - B. False
169. An example of customer relationship management in an agency is
- A. writing a monthly agency newsletter to all customers.
 - B. advertising only higher commission products.
 - C. negotiating special room rates with a hotel supplier.
 - D. charging service fees to customers.

170. Because the travel consumer has access to more information and is often more educated, the travel agent must have
- increased product knowledge.
 - better sales skills.
 - both A and B.
 - none of the above.
171. To keep knowledge and skills up to date, a travel professional should
- read articles and books about travel trends.
 - take a sales training course or seminar in a classroom.
 - continuously practice new skills on the job.
 - all of the above.
172. Phrases such as "I see," "Go on," and "Interesting"
- encourages the speaker in a conversation to continue talking.
 - communicates boredom and no interest in the conversation.
 - is impolite and lacks respect for the conversation partner.
 - none of the above.
173. Effective sales skills are based on _____ principles.
- marketing
 - economic
 - mathematical
 - geographical
174. Communicating that a hotel has three swimming pools
- sells a product's feature.
 - sells a product's benefit.
 - sells a product's property.
175. Turning a product feature into a benefit increases the customer's
- motivation to buy the product.
 - knowledge of the product.
 - trust in the travel agent selling the product.
 - all of the above.
176. The most important step in the promotion of a product is
- advertising.
 - sales.
 - publicity.
 - contacting customers.
177. When selling by telephone
- listening skills are less important than speaking.
 - it is more difficult to influence the customer to buy.
 - how something is said is more important than the message itself.
 - both B and C.
178. Once you have developed a relationship of trust with a customer, the next step is to
- talk about all products.
 - identify needs and wants.
 - recommend a product.
 - quote prices.

179. A travel agent will have the best business success and increase sales by developing
- A. quality products.
 - B. good selling skills.
 - C. a long term relationship with customers.
 - D. none of the above.
180. Only ask for a client's commitment to buy a product when
- A. the customer is in the office.
 - B. you think that the client has heard all the benefits.
 - C. you are sure the client will say "Yes".
 - D. you have spent at least one hour with him.

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