

## MANAGING THE TRAVEL BUSINESS

28 AUGUST 2014

1. A successful proposal for MICE business is based on \_\_\_\_\_
  - A. building a close relationship with the decision maker
  - B. sharing a competitor's proposal with the customer
  - C. the travel professional's past MICE proposals
  - D. the customer's conditions of satisfaction
  
2. Which step of the workflow process of a meeting event is the point where customers measure the travel professional's ability to meet their needs?
  - A. Presentation
  - B. Agreement proposal
  - C. Request
  
3. The customer's "conditions of satisfaction" determine the elements of \_\_\_\_\_
  - A. the customer's request for an event project
  - B. factual information provided by the customer
  - C. the proposal offered to secure a project
  - D. the hidden financial costs in a deal
  
4. Which of the following statements is the best example of a specific request from a customer for help to organize a meeting event?
  - A. "Can you work on a meeting proposal as soon as possible?"
  - B. "Any hotel will be acceptable to host our annual meeting in Chicago."
  - C. "Our company wants to plan a sales meeting in London next year"

D. "We need two hotel proposals for the meeting in the center of Rome."

5. Which is a good practice for travel agents to follow after a customer delivers feedback on a MICE event which may influence customer confidence and future business?

- A. Identify and correct any unresolved issues or concerns for the customer
- B. Request the customer to contact suppliers directly to express any complaints
- C. Send the customer a written letter of thanks for their business
- D. Avoid any more communication with the supplier or the customer

6. For most incentive programs and trips, the money spent by the corporation per person is \_\_\_\_\_ what the individual would have spent on their own.

- A. higher than
- B. less than
- C. equal to
- D. insignificant to

7. The invoice issued by a MICE facility, with details of all charges incurred in the facility is called a \_\_\_\_\_

- A. function sheet
- B. net
- C. master account

D. cover charge

8. Which is the term for researching how many venues in a specified destination are suitable and meet the customer's requirements?

- A. Site selection
- B. Site inspection
- C. Site search
- D. Site application

9. Which is true of the "site inspection" process when organizing a meeting or event for a customer?

- A. The inspection of facilities takes place before the site search process.
- B. It is important to visit and evaluate all aspects of a facility or hotel
- C. Only record and share the negative aspects of each facility with the customer
- D. It is a good idea to ask the facility for their customer references during the site inspection.

10. In handling a MICE event, professional planners are responsible for which of the following event aspects?

- A. Securing the budget to cover all expenses
- B. Creating the list of eligible participants
- C. Determining and coordinating entertainment
- D. Loss or damage of personal property

11. Which of the following is not an effective specification in a customer's request for a meeting event?

- A. "There are potentially 70 doctors who might attend this conference in the last week of June."
- B. "Can you find a deluxe airport hotel in London to hold a meeting for our directors?"
- C. "We'd like to plan an incentive trip for our best sales people on a cruise ship in Europe."
- D. "We will need your proposal soon, with details on costs for planning and holding this meeting."

12. Which of the following event categories is intended to be a prize or a reward for its participants?

- A. Meetings
- B. Conferences
- C. Exhibitions
- D. Incentives

13. Which best describes the greatest concern of incentives tour planners?

- A. Determining the quality of a supplier's service
- B. The quality of services is subjective and is left to the participants' judgment
- C. Location is more important than setting the quality of services
- D. Focus on the cost of entertainment rather than on the quality of the facilities

14. A small meeting group in the business world typically consists of \_\_\_\_\_ participants.

- A. Less than 30
- B. Up to 50
- C. Up to 100



D. No more than 10

15. A host bar arrangement is a situation where \_\_\_\_\_

- A. Meeting and conference attendees pay for their own beverages
- B. The meeting or conference organizer pays for all beverages
- C. House brands are the only beverages served
- D. Call brands are the only beverages served

16. "Hidden costs" are \_\_\_\_\_

- A. Extra costs not included in a supplier's agreement for services
- B. Professional fees charged by an agent for organizing an event
- C. The fees negotiated with event entertainers
- D. The agreed cost of decorating the event venue

17. Which is the last step in the travel professional's workflow in providing event-planning services?

- A. Negotiating the event costs on behalf of the customer
- B. Presenting an agreement with timelines to the customer
- C. Confirming the level of the customer's satisfaction
- D. Establishing specific customer requests

18. What is the basic purpose of an incentive travel event?

- A. To inspect the quality of services and products offered by incentive houses
- B. To reward a group of company employees for increasing company revenues

- C. To introduce a new name or logo for a company product or service
- D. To provide specialized training to company employees in the form of workshops

19. Which method of reservation is used for meetings and conferences when attendance is voluntary or coming from several different organizations?

- A. Guaranteed reservations
- B. Flat lining
- C. Rooming list forms
- D. Definite bookings

20. How many days prior to group attendance to most hotels require a guarantee for food, beverage and labour?

- A. 1 to 2 days
- B. 3 to 4 days
- C. 15 days
- D. 30 days

21. When no specific time or deadlines are given by a client to submit a proposal for an incentive tour, it is best to \_\_\_\_\_

- A. wait for his signal before taking action
- B. ask the client to set those deadlines
- C. interpret that the client is not interested in the services
- D. deliver a proposal within twenty-four hours

22. Which is an essential element of agreements between travel professionals and their customers for the planning and coordinating of a MICE event?
- A. Names of preferred suppliers providing products and services for the event
  - B. Completion dates for each service to be provided by the travel professional
  - C. A description of the meeting workflow system for the coordination of event planning
  - D. Personal history of the travel agent's degree of competency and MICE experience

23. A medium sized group of customers attending a presentation is typically for

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- A. 2 to 25 people
- B. 26 to 100 people
- C. 100 to 300 people
- D. 100 to 500 people

24. What causes a travel agent to revise and resubmit an event proposal to a customer?
- A. The proposal reflects the customer's opinions as well as the event facts
  - B. The proposal meets the customer's specific requests for the event
  - C. The proposal includes the travel agent's preferred suppliers
  - D. The proposal does not meet the customer's new conditions for satisfaction

25. To avoid misunderstandings between different parties negotiating an agreement, it is best to identify

- 
- A. The final activity or service to be completed
  - B. The commission percentage for each service required
  - C. The net rate for each service required
  - D. The task to be performed by each staff

26. Which of the following tasks helps decide which venue is the best for a group event?

- A. Listing specific venue requirements
- B. Planning the venue location and size
- C. Researching the venues
- D. Inspecting the venues

27. For a travel agency that is solicited for event planning services, which is a necessary element of the “specific request” from the customer?

- A. The deadline for submitting a proposal
- B. The meeting planner’s service guarantee
- C. The planned date of the event
- D. A list of participants to be invited

28. When communicating with hotel suppliers for information on availability of rooms and rates as part of the site search process, a planner should

- 
- A. Ask for room rates without defining dates and group size
  - B. Identify the name of the client to the potential hotel supplier
  - C. Ask for commissionable rates only

D. Keep the customer's identity a secret from potential suppliers

29. When a client asks for an opinion on a prospective supplier, it is best to \_\_\_\_\_

- A. Be specific and support the opinion with reasons
- B. Inform the client that an opinion is not relevant
- C. Avoid any liability by refusing to give an opinion
- D. Only provide positive feedback about suppliers

30. What is a good practice when conducting a site inspection?

- A. Take pictures or a video movie of the location
- B. Do not identify the client's name to the supplier location
- C. Inspect every facility and service that can be provided by the location
- D. Ask employees of the facility about their service quality levels

31. What is a good practice in blocking hotel rooms for attendees of a conference?

- A. Block an equal number of rooms for each night of the conference
- B. Block extra rooms for attendees who decide to join at the last minute
- C. Block extra rooms to negotiate a better rate from the hotel
- D. Block a number of rooms based on historical patterns for similar events

32. Any changes to a rooming list organized by a travel professional should be \_\_\_\_\_

- A. Avoided to prevent any penalties or charges
- B. Followed by a written acknowledgement by the hotel
- C. Prohibited to prevent possible cancellation of the event
- D. Made before confirming hotel room reservations

33. Which aspect of event planning is not handled by a travel professional as it is the responsibility of the hotel supplier?

- A. VIP services and procedures
- B. Payment and settlement terms
- C. Itinerary and daily program
- D. Room allocation and rooming list

34. A "cash bar" is the term meaning \_\_\_\_\_

- A. All beverages are paid in cash by the tour organizer
- B. Event participants pay for their own beverages
- C. Credit cards are not accepted for the purchase of beverages
- D. Premium and houses brands are served

35. Which term is used to mean that only available restaurant or hotel beverages are served in a host- bar situation?

- A. Fixed brand
- B. House brand
- C. Call brand
- D. Premium brand

36. Gifts provided by the incentive house or travel supplier to programme participants are called \_\_\_\_\_

- A. Advertising specialities



- B. Amenities
- C. Freebies
- D. Points

37. The \_\_\_\_\_ model is an approach used to learn the necessary details to plan and manage group events to the customer's satisfaction.

- A. CMP
- B. Checklist
- C. Proposal
- D. Workflow

38. An independent incentive travel expert that works to plan and coordinate all components and elements of incentive travel events is called \_\_\_\_\_

- A. A Destination Management Company
- B. An Incentive House
- C. An Incentive Travel Company
- D. The Society of Incentive Travel Executives

39. A \_\_\_\_\_ program rewards members when they reach a performance goal or level.

- A. Plateau
- B. Point
- C. Mileage
- D. Tiered

40. Which term refers to a choice of a number of restaurants for dining on a direct billing system?

- A. Direct billing dining
- B. Incentive dining

- C. Corporate reward dining
- D. Dine- a round

41. When a customer has selected the final venue from an eligible list of venues for an event, what is the travel professional's next step?

- A. To invoice the customer for the consulting services provided
- B. To send a contractual agreement to the selected supplier
- C. To notify other venues in writing that they are not selected
- D. To cancel any agreements made with other venue suppliers


42. A "break-out session" in a conference is best described as \_\_\_\_\_

- A. Small group discussion sessions on conference topics
- B. The rest time for a conference speaker
- C. The pause between two topics being discussed
- D. A planned intermission for participants to have coffee or tea

43. A meeting planner communicates the details for a planned event to the customer on a \_\_\_\_\_

- A. Poster session
- B. Function sheet
- C. Quarterly report
- D. Service contract

44. Which is not an example of the travel agency acting as an intermediary in organizing a customer's meeting or incentive event?

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- A. The travel agency researches an event location and activities
  - B. The travel agency subcontracts the work to an external event planning professional
  - C. The travel agency supplies the customers with a complete list of supplier's contacts
  - D. The travel agent negotiates and signs all agreements with the event suppliers

45. Which checklist covers the need for sightseeing and tour arrangements for incentive trip participants?

- A. The checklist for site selection
- B. The checklist for food and beverages functions
- C. The checklist for audiovisual equipment
- D. The checklist for transport

46. The goal of \_\_\_\_\_ travel is to give participants an experience that they could not have obtained on their own and that is memorable.

- A. Convection
- B. Incentive
- C. Leisure
- D. Corporate

47. A meeting break where nutritious foods and beverages are served, sometimes including a form of exercise, is called \_\_\_\_\_ break.

- A. A breakfast
- B. A welcome
- C. A cabaret
- D. An energy

48. Rows of chairs or tables slanted in a V-shaped facing a head table, stage, or speaker, is called a \_\_\_\_\_ set-up

- A. Horseshoe
- B. Classroom
- C. Conference
- D. Herringbone

49. If a meeting room requires tables and chairs for more than twenty persons, placed along the room walls with an open center for the presenter, a \_\_\_\_\_ set-up is suitable

- A. Boardroom style
- B. Conference style
- C. Hollow square style
- D. Theatre style

50. What is the expected food and beverage cost for an event sponsor when hosting invited guests?

- A. The sponsor is charged for the number of people served and hidden costs such as labour
- B. The sponsor is charged for the number of people expected and guaranteed to the supplier
- C. The sponsor is charged for only the number of people served
- D. The sponsor is charged for the number of people served or guaranteed, whichever is higher

51. The customer's "condition of satisfaction" generally include various \_\_\_\_\_.

- A. Opinions and options
- B. Examples of competitor prices
- C. Examples of potential clients
- D. Detailed technical information

52. Observing guests checking in and touring the back-of-the-house to observe cleanliness and attitudes of staff is performed during which process of planning meetings and conferences?

- a. Site reservation
- b. Site search
- c. Site inspection
- d. Site calculation

53. What should meeting planners do before inspecting possible sites for an event with the customer?

- A. Perform a preview visit of the site without the customer
- B. Supply the customer with information about the venue
- C. Arrange a lunch or dinner meeting alone with the supplier

54. Incentive travel is specialized and requires 'special knowledge for the travel professional. This knowledge is usually gained through\_\_\_\_\_.

- A. Reading
- B. Experience
- C. Education
- D. Apprenticeship

55. Which is not a good practice when reserving hotel rooms for an event?
- A. Request regular copies of the hotel reservations when there are changes made to the rooming list
  - B. Guarantee hotel rooms for a late check-in to hold the reservations without guest names and extend a deadline
  - C. Block only 50% of the hotel rooms needed so that each room is used and no penalties are paid for no show conference guests
  - D. Block only actual number of rooms needed on a daily basis, based on a real guest arrival/departure dates

56. \_\_\_\_\_ refers to the ability for participants to personally pay for a portion of the travel award if they have not qualified for the award by achieving performance targets.

- A. Buy-in
- B. Plateau
- C. Tiered purchase
- D. Add-on

57. Exhibitions are usually handled by\_\_\_\_\_.

- A. Companies that specialize in this event type
- B. Any interested and licensed travel agent
- C. The sponsoring trade association
- D. AGMs

58. Which factor does not affect the site search process?



- A. Budgets
- B. Destinations
- C. Timing
- D. Repeat business

59. Which of the following is an example of a food and beverage surcharge for the sponsor of an event?

- A. A sit-down breakfast
- B. Room service
- C. A cash bar
- D. A working lunch

60. \_\_\_\_\_ are movable barriers or dividers used in conference rooms to partition a large area into smaller areas.

- A. Easels
- B. Air walls
- C. Hollows
- D. Dividends

61. What contributes most to the growth of the MICE business?

- A. The growth of international inbound niche travel
- B. The trends in global company mergers or acquisitions
- C. The growing number of experienced MICE specialists
- D. The attraction of incentive rewards for sales growth

62. What is a risk in a client's request for "a charming hotel in London" to hold a conference?

- A. The word “charming” may have a different meaning for both parties
- B. “Charming” hotels generally cannot accommodate a conference
- C. “Charming” hotels generally do not negotiate their room rates for groups
- D. “Charming” hotels may not exist in London

63. What action represents the end of a workflow cycle when services for meetings, conferences and incentives have been delivered?

- A. When the supplier delivers the final service
- B. When the tour professional performs the last requirement of service
- C. Once the event is over and travel is complete
- D. When the customer thanks the professional supplier

64. A program that uses credits as a tool of measurement for awarding travel rewards is called a \_\_\_\_\_ program

- A. Plateau
- B. Point
- C. Qualifying
- D. Tiered

65. The technical term used to indicate a reservation for the same number of hotel rooms every day for the entire duration of a group’s trip is called

- \_\_\_\_\_
- A. Paralleling
  - B. Flat lining
  - C. Hedging
  - D. Flat boarding

66. What is another term used interchangeably with "convection"?

- A. Congress
- B. Incentive
- C. Meeting
- D. Reception

67. The term used for a charge placed on beer, liquor, and wine served in a meeting facility but purchased from an external supplier is \_\_\_\_\_

- A. Cover charge
- B. Duty tax
- C. Corkage
- D. Blue law taxation

68. Which of the following meeting and conference room arrangements places chairs in rows only?

- A. Hollow Square Style set-up
- E. Theatre Style set-up
- F. U-shape Style set-up
- G. Classroom Style set-up

69. Food service where the waiter serves each food item from a platter to each guest is called \_\_\_\_\_ service

- 58. Menu
- 59. French
- 60. Buffet
- 61. Host

70. Which of the following is not a component of workflow to deliver client satisfaction when planning a conference?

- A. Requests
- B. Offers/Proposals
- C. Renegotiation
- D. Agreement

71. Which of the following questions is found on a checklist for audio-visual equipment?

- A. Does the venue offer parking facilities?
- B. Is a shuttle service available from the airport to the hotel?
- C. Are any special meals required?
- D. Will all participants be able to see the screen?

72. When meeting participants are not employees of the travel agent's client, arrangements are made for the participants to make their own room reservations on a

\_\_\_\_\_--

- A. Room block per invited guest
- B. Credit card per invited guest
- C. Rooming list form for all invited guests
- D. Checklist form for all invited guests

73. What is the normal advance notice time required by a hotel or restaurant to provide a menu for a large welcome reception and dinner?

- B. 1 to 2 days
- C. 7 to 14 days
- D. 21 days
- E. 30 days

74. Which of the following questions is best to assess a client's level of satisfaction with a supplier's service after an event?

- A. How did you like the meeting room set-up?
- B. Was the meeting room size appropriate?
- C. Did you like the meeting room arrangement?
- D. Which meeting room décor did you appreciate most?

75. How can travel agents performing a site search confirm their opinion of an unfamiliar location or supplier for an event, whether suitable or not?

- A. Compare their own opinion to the opinion of others who have worked with the same supplier
- B. Accept to work with the supplier in order to gain first-hand experience and knowledge
- C. Insist on dealing with the supplier's senior management only
- D. Ask the supplier for references who can be contacted for their opinion

76. Terms such as "seminar", "workshop", and "meeting" are commonly used interchangeably by clients. To avoid misunderstanding or confusion, a travel planner must \_\_\_\_\_

- A. Ask the client the purpose of the event and what is expected
- B. Provide the client to define the terms used for the benefit of the travel agent
- C. Assume that the client who plans such events is fully educated on the terms

77. When the size of a group of MICE participants is too large to be accommodated by transportation or

accommodation suppliers as one single group, then an arrangement is made to divide participants into rotational sub-groups called \_\_\_\_\_.

78. Back-to-back groups

79. Buy-in groups

80. Tiered groups

81. Break-out groups

79. The person appointed to speak to an audience at the start of an incentive event gathering and to introduce the atmosphere and the purpose of the event is typically called a \_\_\_\_\_.

A. VIP

B. Keynote speaker

C. Stage speaker

D. Podium speaker

80. The “back-of-the-house” area of a hotel or meeting facility is where one would usually find the \_\_\_\_\_.

A. Break-out and workshop meeting rooms

B. Coffee shop or restaurant

C. Data projector and screen

D. Kitchen and laundry facilities

81. When a travel agent accepts a customer’s request for event planning services, the travel agent is \_\_\_\_\_.

A. Expected to attend a customer function

B. Promising to submit a proposal

C. Expressing customer satisfaction

D. Agreeing to perform the services



82. Which marketing orientation is adopted for a product when customer demand is greater than the availability of the product and there is no product competition?

- A. Marketing orientation
- B. Production orientation
- C. Sales orientation
- D. Consumer orientation

83. Which is better described as a “need” instead of a “want”?

- A. Seating in the first-class cabin on board a flight
- B. The lowest fare without cancellation penalties
- C. Access to the airport lounge before departure
- D. Reliable or safe air transportation

84. Speeches and media releases are general examples of \_\_\_\_\_ activities that promote product awareness.

- A. sales promotion
- B. advertising
- C. merchandising
- D. public relation

85. “What does the customer need, and how can we satisfy that need?” is a concept used in

- A. \_\_\_\_\_ marketing
- B. customer-oriented marketing
- C. production development strategies
- D. market planning

86. A research tool used to consult members of a target group to assess their opinion of a product is called a \_\_\_\_\_

- A. Research Proposition
- B. Target Group Evaluation
- C. Group Evaluation
- D. Focus Group

87. A marketing strategy that ignores the various differences in a market segment and focuses more on the common needs of the market segment is called \_\_\_\_\_

- A. an unspecific segmentation approach
- B. an unidentified segmentation approach
- C. a differentiated segmentation approach
- D. an undifferentiated segmentation approach

88. Contrary to objectives, goals are very specific and measurable.

- A. True
- B. False

89. Which target marketing approach carries the highest risk? If it fails, the agency could experience heavy financial losses.

- A. Differentiated segmentation
- B. Undifferentiated segmentation
- C. Specialized segmentation
- D. Uni-dimensional segmentation

90. The primary difference between the business and leisure segments of the travel industry is

- A. their familiarity with travel options
- B. that business segments have signed contracts
- C. price sensitivity and the role of the sponsor in the purchasing process
- D. due to the inelasticity of leisure demand

91. According to the SWOT analysis grid, an airline's move toward "direct customer sales" is \_\_\_\_\_ to/for agents

- A. an opportunity
- B. a weakness
- C. a strength
- D. a threat

92. How would retailers at tourist attractions in New York City likely perceive an appreciation of the stronger Euro against the U.S. dollar?

- A. as a financial risk
- B. as too competitive
- C. as an opportunity
- D. as a disadvantage

93. The following are examples of a travel agency's market place "business factors"

- A. corporate travel policies and contract trends
- B. currency fluctuations and economic growth
- C. leisure trends and credit availabilities
- D. strategies of competitive agencies

94. In the first stage of the market research process,

\_\_\_\_\_

- A. information about the target market is gathered
- B. timelines are established
- C. the problems or objectives of the study are identified
- D. conclusions from the research are presented

95. Which is not an outcome of the market segmentation exercise?

- A. To improve a travel agency's understanding of the needs and wants of a given market segment
- B. To improve the outcome of a travel agency's marketing and advertising activities
- C. To allow a travel agent to discover new business opportunities
- D. To develop a product that will satisfy all customers in all markets

96. A highly structured statistical analysis of a large market is called \_\_\_\_\_

- A. qualitative research
- B. macro analysis
- C. market analysis
- D. quantitative research

97. Research that analyses customers' complaints in order to improve weakness in customer service is called a(n) \_\_\_\_\_

- A. customer service research
- B. qualitative research
- C. SWOT analysis
- D. Quantitative research

98. A research that tries to identify the attitudes, trends and opinions of Italian leisure travelers is called a \_\_\_\_\_

- A. qualitative research
- B. social-oriented research
- C. customer-oriented research
- D. quantitative research

99. To be guided by a logical sequence of marketing tasks that support the company's marketing strategy, marketers generally develop a \_\_\_\_\_

- A. pricing tactic
- B. database
- C. marketing plan
- D. promotional mix

100. If a travel agency focuses all its efforts on one or very few market segments, it may \_\_\_\_\_ its chances of financial loss but could incur a \_\_\_\_\_ return on investment if this strategy is successful

- A. minimize; low
- B. minimize; high
- C. increase; low
- D. increase; high

101. To reduce overhead expenses by 10% by the end of the calendar year is an example of \_\_\_\_\_

- a goal \_\_\_\_\_
- 178 an objective
  - 179 a target
  - 180 a strategy

102. Which process refers to the assessment of the travel agency's environment in which it does business?

- A. Environment differentiation
- B. Strategic analysis
- C. Product positioning
- D. Environmental scanning

103. The marketing process begins \_\_\_\_\_

- A. when a product is available for sale
- B. after a product has been tested on a sample population
- C. before a product is available for sale
- D. after the product has been chosen by the client

104. The collection of research information from senior citizens is referred to as a \_\_\_\_\_ segmentation strategy.

- A. selective
- B. sampling
- C. specialized
- D. distribution

105. The information obtained through the marketing process by the travel marketer is summarized in a format known as SWOT, standing for strengths, weakness, opportunities and \_\_\_\_\_

- A. threats
- B. tangibles



- C. targets
- D. tasks

106. Currency fluctuations and immigration patterns are examples of \_\_\_\_\_ and \_\_\_\_\_ factors.

- A. macro-economic; micro-economic
- B. micro-economic; macro; macro-economic
- C. micro-economic; social
- D. macro-economic; social

107. The availability and penetration of the Internet are examples of \_\_\_\_\_ factors.

- A. macro-economic
- B. micro-economic
- C. business
- D. infrastructure

108. When an agency adopts an undifferentiated segmentation approach to target marketing, the agency will \_\_\_\_\_

- A. develop a marketing plan per market segment
- B. make one product offer to satisfy an entire market
- C. risk heavy financial losses if unsuccessful
- D. offer a different product to each identified market segment

E. Which of the following statements is correct?

- A. Travel agents do not represent their suppliers' products
- B. Travel agents are suppliers of products they can create themselves
- C. Travel agents only sell tangible goods or products
- D. Giving advice is not considered a travel agent product

109. To create product awareness, the marketing mix element mostly used by corporations is \_\_\_\_\_

- A. merchandising
- B. positioning
- C. promotion
- D. perception

110. Which of the following promotional tools is the most effective to close a sale and to tailor the promotional message to specific needs of customers?

- A. Advertising flyers
- B. Merchandising
- C. Personal selling
- D. Direct marketing

111. When the price of a product is reduced, the demand for the product increases.

- A. True
- B. False

112. To create an image of a high value product in the mind of consumers is an example of \_\_\_\_\_

- A. product enhancement
- B. target marketing
- C. product positioning
- D. product development

113. Which pricing objective reduces the price of products and services to levels lower than the travel agency's cost, in order to attract consumers away from the competition?

- A. Customer Conversion Objective
- B. Status Quo Objective
- C. Discounting Objective
- D. Survival Objective

114. TYDWEHGGHUGHFJNH, KRFJROIGHTK, to maintain its competitive edge a travel agency should consider \_\_\_\_\_

- A. dropping the prices of its products
- B. increasing the prices of its products
- C. modifying its geographic promotion
- D. preparing for adverse economic times

115. If demand does not change after a price increase, the demand is defined as \_\_\_\_\_

- A. inelastic
- B. elastic
- C. impacted by image
- D. profitable

116. By selling airline and hotel products, a travel agent acts as a travel \_\_\_\_\_

- A. opponent
- B. intermediary
- C. supplier
- D. distributor

117. Which statement about "price" is true?

- A. Price establishes the value of a product in the customer's mind
- B. The price of a product does not influence consumer demand for it
- C. The price of a product is determined by the selling period but not product cost
- D. Price is only determined by the measurable income of its target market



118. The plan that brings together and coordinates multiple tools of a promotional mix is called a \_\_\_\_\_

- E. marketing mix
- F. strategic planning
- G. promotional campaign
- H. direct marketing

119. Direct marketing activities generally induce \_\_\_\_\_ activities.

- A. telephone sales
- B. public relations
- C. advertising
- D. personal selling

120. To attract three of the major flower importers in the country as customers of a travel agency. Which approach would the agency use?

- A. Advertising
- B. Public Relations
- C. Promotional Campaign
- D. Personal Selling

121. When the revenues for an airline in a given market are insufficient to support the opening of its own ticket reservation office, the airline might appoint a \_\_\_\_\_ as its representative.

- A. tour wholesaler agent
- B. ground service provider
- C. general sales agent
- D. general sub agent provider

122. In the travel and tourism industry, which type of travel intermediary combines the services of several travel suppliers to create a packaged product that is only sold through other travel intermediaries?

- A. The Internet
- B. Tour Operators
- C. Retail travel agents

D. General sales agents

123. Which pricing objective uses a price discounting strategy to protect market share or revenues?

- A. Market share pricing objective
- B. Customer-oriented objective
- C. Survival pricing objective
- D. Sales volume pricing objective

124. Which marketing mix element establishes the value of an agency product in a customer's mind?

- A. Product
- B. Public Relations
- C. Price
- D. Place

125. The promotional mix is a \_\_\_\_\_

- A. set of activities aimed at successfully achieving promotional objectives
- B. set of tools focusing on merchandising activities
- C. set of tools available to sales representative using mixed media promotions
- D. set of communication activities that primarily use mixed media such as print, radio, TV, etc

126. Which of the following statement(s) best characterizes advertising?

- A. It is generally inexpensive
- B. It is a paid mass communication activity
- C. It is more credible than all other elements of the promotional mix
- D. Its visibility is low compared to other promotional tools

127. Which is true about "public relations" as a promotional tool?

- A. Public relations activities guarantee that the message communicated is accurate
- B. Public relations activities are generally the most expensive promotional tool available
- C. Public relations activities include the production of product flyers or brochure insertions
- D. Public relations activities focus on enhancing a corporation's image and reputation

128. Demand is generally "inelastic" for \_\_\_\_\_ travelers

- A. business
- B. leisure ]young
- C. senior

129. Demand is considered \_\_\_\_\_ when demand does not vary with changes in price.

- A. elastic
- B. inelastic
- C. fluctuating
- D. stable

130. An expensive form of product promotion where an agent uses a representative to sell his or her products or services to corporate accounts and leisure groups is referred to as \_\_\_\_\_

- A. public relations
- B. personal selling
- C. sales promotion
- D. direct marketing

131. The process of making available, or delivering a travel product or service to the target market, is called

- \_\_\_\_\_
- A. availability
  - B. service
  - C. distribution
  - D. conveyance

objectives?

132. Which of the following is not a category of pricing

- 103. Customer conversion
- 104. Product awareness
- 105. Market share
- 106. Survival of the agency

133. Good marketing plans commonly fail due to poor

- \_\_\_\_\_
- 1. execution or implementation
  - 2. marketing strategies
  - 3. use of technology
  - 4. consumer relationships

133. You are employed by a travel agency that has opened a branch in a small town. Due to the unexpectedly low volume of clients, the agency's manager decides to invest in marketing to create awareness for the agency's products. There is no cash available at the branch office, and limited additional funds are provided by the main office in order to pay for one promotional campaign. The marketing manager asks you for advice on the best approach. What do you answer?

A. "Launch an advertising campaign through newspaper, radio and TV advertisements to raise maximum awareness"

- B. "Launch a public relations campaign as it is not expensive and can be fully controlled by a current staff member."
- C. "Building a website and providing merchandising items with the agency logo and website address to each new customer will raise much awareness at relatively low cost."
- D. "A combined public relations and advertising campaign will reach many people at relatively low cost and risk"

134. Among the various advertising methods, "cooperative advertising" \_\_\_\_\_

- A. enhances the travel agency's image by focusing exclusively on the value of its brand
- B. is a strategy that is often used by smaller travel agencies due to their flexibility
- C. can enhance the travel agency's image by associating it with a supplier's positive attributes
- D. is an advertising strategy that is reserved exclusively for newspaper advertisements

135. Which is not a marketing activity?

- A. Closing a sale with a customer
- B. Planning the development of a product
- C. Researching consumer wants or needs
- D. Communicating a product or service to customers

136. Which of the following is not an example of an agency's Unique Selling Proposition (USP)?

- A. "Prove that you found a better offer and we'll lower our price. ABC Travel- always the cheapest."
- B. "Only CCC's museum tour gets you access to all the city's museums. Guaranteed."
- C. "Startours and Excursia are now partnering to offer their city tours together, twice every day!"
- D. "European tours: Five operas, five amazing cities – unique offering worldwide!"

137. A travel agency should be aware of national and local privacy laws before \_\_\_\_\_

- A. broadcasting a webinar about a new adventure tour
- B. uploading a pod cast about a new travel destination
- C. planning a direct sales campaign to new customers
- D. starting a sales promotion to stimulate awareness

138. A travel agency is considered as a channel of distribution.

- a. True



b. False

139. To move data from a PNR to a back office system, a travel agent generally uses a Global Distribution System.

- A. True
- B. False

140. Radio frequency identification technology (RFID) is characterized by

- A. use of special microchips that can be scanned automatically over a wireless network
- B. use of special microchips that scan passengers at the airport security check
- C. use of x-rays to scan passengers and baggage at the airport security check
- D. use of x-rays to detect items in a pre-defined open space

141. E-ticketing includes various advantages such as \_\_\_\_\_

- A. increasing employment opportunities
- B. eliminating refund procedures
- C. reducing passenger check-in time
- D. A and B only

163. Which modern technology method allows people to communicate over the Internet in the same way as they communicate by telephone?

- A. VoIP
- B. E-tickets
- C. ETA
- D. URL

142. Which statement about electronic ticketing is true?

- A. Electronic ticketing entirely replaces paper tickets, printed boarding passes and passports
- B. With the introduction of electronic ticketing, the legal proof of travel has been placed in the computers of the airline CRS systems.
- C. Electronic ticketing has been implemented by 80% of IATA member airlines
- D. Because of electronic ticketing, interlining and exchange of passengers between airlines in case of flight disruptions is no longer possible.

143. A smart card can be used to \_\_\_\_\_

- A. buy travel merchandise
- B. replace a traveller's passport
- C. check in but not to check out at hotels
- D. store passport and visa details

144. A TYRTDFGF program that checks PAR for companies with a corporation's travel policy is called a \_\_\_\_\_

- A. corporate firewall
- B. corporate compliance field
- C. corporate check program
- D. none of the above

145. Which of the following is considered a "corporate network"?

- A. The GDS
- B. The CRS
- C. The Intranet
- D. The APN

146. Which is not a benefit of E-ticketing?

- A. Electronic billing
- B. Reduction of check-in time
- C. Reduction of time spent at security check
- D. Savings on manpower costs

147. In a situation where a "ticket-less" airline passenger is scheduled for a flight that has been cancelled and subsequently must use another airline's flight \_\_\_\_\_

- A. the airline that will actually perform the carriage will reprint the passenger's paper ticket
- B. the passenger needs a paper ticket issued by the original airline to present to the airline that will perform the carriage
- C. the passenger is always given priority by airlines actually performing the carriage
- D. the passenger's reservation can be electronically transferred to the other airline's computer system

148. The paper copy of the airline's "terms and conditions of carriage" handed to passengers holding an electronic ticket is called \_\_\_\_\_

- A. an automated ticket and boarding pass
- B. airline passenger notice
- C. passenger transportation agreement
- D. travel passage notice

149. TFYGJHYGJUH GF being programmed to show captivating pictures, exotic destinations and attractive pictures, a travel agency's web site must also be able to \_\_\_\_\_

- A. \*\*\*\* travel books and especially items
- B. acquire referred customers



- C. generate leads for groups and capture e-mail addresses
- D. all of the above

150. Which of the following is not a technology that enhances the speed of a process?

- A. RFIO
- B. E-ticketing
- C. SWOT
- D. Smart cards

151. An ETA is an electronically issued visa.

- A. True
- B. False

152. The advantage of digital television is \_\_\_\_\_

- A. RDRTFTYGFJYU
- B. FYTDETYGJKYH
- C. RDTGFJUH Y
- D. Site to site distribution

153. The plastic card that allows a person to check in at airports, board a train or obtain cash from an automated teller machine is called \_\_\_\_\_

- A. an electronic billing card
- B. an ETA card
- C. a smart card
- D. a Visa card

154. The Internet and the proliferation of computers have created \_\_\_\_\_

- A. communication clutter and misunderstandings at different levels
- B. massive competition that cannot be managed by travel agents
- C. significant misunderstandings between travel agents and suppliers
- D. none of the above

155. The use of technology to gather, manage, distribute and communicate information is extremely valuable in the travel and tourism industry.

- A. True
- B. False

156. Technology surfaces as the “enabler” that allows tourism businesses to \_\_\_\_\_

- A. gather information
- B. manage information

- C. communicate information
- D. all of the above

157. Internet-based convergence technology can be defined as which of the following?

- A. Interline service agreements between international airlines
- B. The resources required by airlines to implement electronic ticketing
- C. Accessing many communication services over a single Internet connection
- D. The electronic issue of travel visa

158. A smart card allows cash withdrawals from an ATM.

- A. True
- B. False