

1. Which negotiation method requires each party to give up something good in order to get something better?
 - Sanctioning
 - Conflict resolution
 - Persuasion
 - Compromise
2. Which is the greatest loss for parties that disagree and do not negotiate?
 - Loss of a concession
 - Loss of precedent
 - Loss of business
 - Loss of contact
3. Travel agents negotiate with suppliers on behalf of a client for compensation to _____
 - take advantage of the supplier
 - collect a fee from the client
 - secure competitive prices
 - solve a service complaint
4. In negotiation, a "sanction" is _____
 - an incentive
 - a punishment
 - a reward
 - a compromise
5. What concession offered by an airline does not change the cost of the air transportation for a tour operator?
 - Commissions and overrides on each seat sold
 - The ratio of free confirmed seats for paid seats
 - The percentage discounts on group bookings
 - The offer of priority seat selection
6. Which two negotiation steps require an exchange of information exchange that satisfies both parties?
 - Preparation and discussion steps
 - Bargain and discussion steps
 - Discussion and signal steps
 - Close and agree steps
7. At which stage are assumptions made about what the other party expects?
 - Signal
 - Bargain
 - Preparation
 - Discussion
8. Which is an example of a negotiation cost?
 - A concession
 - A bargain
 - A disclosure
 - An incentive

9. The _____ is where two parties can arrive at an agreement on a deal.
- deal zone
 - break zone
 - hit zone
 - strike zone
10. People are motivated to negotiate when _____.
- there are no sanctions
 - an incentive is possible
 - a precedent exists
 - a party has no power
11. _____ are variables that can create a "strike zone".
- Easy things for either party to give
 - Difficult things for either party to give
 - Things of value to the other party
 - A combination of both A and C
12. _____ prevents conflict by identifying issues and finding workable solutions without negotiating.
- Withdrawal
 - Unilateral action
 - Problem solving
 - Persuasion
13. Which is a tool used by buyers to collect information and to qualify suppliers or vendors for a business request?
- RFV
 - RFP
 - RFQ
 - RFI
14. What is requested from suppliers in an RFQ?
- Their price for the most complex projects
 - Their price for a specific service or product
 - Their products and services information
 - provide credit approval from a bank for specific services
15. Which is NOT TRUE of the RFP process?
- It reduces time spent on defining project definitions and requirements
 - It solicits a price for a product or service and a definition for a solution
 - It guarantees to negotiate the lowest possible price from a vendor
 - It is sent to only one supplier or vendor considered to be the best
16. Which statement about E-RFPs is correct?
- E-RFPs are only used by information technology companies
 - E-RFPs are used by buyers to request a proposal from suppliers
 - E-RFPs include all the information normally required on by an RFP
 - E-RFPs can also be used as a substitute for an RFQ or an RFI
17. Which is TRUE about Non-Disclosure Agreements?
- They permit buyers to openly share one supplier's information with another
 - They are presented and signed together with a final purchase contract after negotiation
 - They are official legal documents requiring signatures of the negotiating parties
 - They are included in the Appendix of an RFP Proposal Response document

18. An increase in _____ travel marketing has resulted in a growing number of special-interest tours.
- digital
 - niche
 - low budget
 - new age
19. Which is not an example of a special interest tour?
- Whale watching
 - Visiting family and friends
 - Gambling
 - Photography
20. Which is the common departure weekday for travelers who work full-time?
- Any weekend day
 - Any day between Monday and Friday
 - Any day which is a public holiday
 - Any day that produces the lowest cost
21. Which term best represents responsible travel?
- Demand
 - Preservation
 - Mass tourism
 - Modernization
22. Which is TRUE about certifying eco-tour products?
- Certification sells more eco-tour products than other products
 - There is only one global eco-tourism certification program
 - It distinguishes eco-tour products from the competition
 - Tour operators are responsible for certifying eco-tour suppliers
23. Which marketing approach most effectively promotes travel agents as eco-tour specialists?
- Join a local gardening or botanical club
 - Display eco-tour brochures in sports shops
 - Advertise eco-tours in the local newspaper
 - Include articles on eco-tours in agency newsletters
24. Which tour belongs in the category of soft adventure?
- A trek across the Andes Mountains on horseback
 - A private cooking class with a French chef in Paris
 - A guided bus tour of ancient castles in Spain
 - A snowboarding excursion in the Austrian Alps
25. What is a drawback for special-interest tour developers?
- The average group size is very large
 - The planning cycle is longer
 - The participants have the lowest budgets
 - The tours do not attract female participants
26. For tour participants who cannot walk, the tour accommodation component must be a property which is _____
- located downtown
 - wheelchair accessible
 - close to a hospital
 - situated out of town

27. Which is a safe travel tip for leisure travel customers who want to rent a car at their destination?
- Rent the same car type driven at home
 - Rent the largest possible car for added protection
 - Rent a car with air conditioning and telephone
 - Rent the most expensive car brand available
28. What is the first step in the development of new tour products?
- Develop the tour itinerary
 - Assess consumer demand
 - Select tour components suppliers
 - Price the tour product
29. What method of communication is best to negotiate tour group room rates with hotel representatives?
- Fax correspondence
 - Telephone contact
 - Email correspondence
 - In person contact
30. Which type of motor-coach companies charges more for their services?
- Smaller, locally-owned companies
 - Larger, nationally-owned companies
 - Government regulated companies
 - Family-owned companies
31. Which is the most suitable product to offer in connection with a Safe Travel program?
- Travel or medical insurance
 - A car rental upgrade
 - Luxury hotel properties
 - Legal advice
32. Should a tour participant expect a refund on an unused museum voucher included in the packaged tour price?
- Yes
 - No
33. Which is normally included in tour packages?
- Transportation to the destination
 - Visa application fees
 - Government taxes
 - Insurance coverage
34. Very large MICE groups are commonly handled as smaller _____ groups.
- back-to-back
 - buy-in
 - tiered
 - break-out
35. Which is a definition for the term "site search"?
- The process of finding an event venue that meets the client's needs
 - The process of attracting a sponsor who will pay for an event activity
 - The process of reserving guest rooms in one section of a hotel property
 - The process of negotiating a price with a selected event venue

36. Which question motivates the customer to express an opinion?
"Which suppliers were used for previous events?"
"What rate did you pay last time for a similar event?"
"Where was your last event hosted?"
"What is the ideal hotel or location for this reception?"
37. Which is TRUE about event planners as intermediaries?
Event planners must satisfy supplier expectations
Event planners must choose suppliers meeting client expectations
Event planners must submit a proposal to each event supplier
Event planners must be compensated by their suppliers only
38. Which event type brings together company employees to discuss a concern or subject?
Meetings
Conferences
Exhibitions
Incentives
39. What is a host bar?
A cash bar where guests pay for their own beverages
A complimentary bar where beverages are paid by the organizer
A location where one can find destination information
An express check-in and check-out desk for meeting guests
40. When making arrangements for a MICE event, the agent works with the customer to _____
establish the agenda and daily program
reserve tables and chairs for gala dinners
distribute gifts to participants
create a hotel rooming list
41. Which is the best example of a specific request from a customer for help to organize a meeting event?
"Can you work on a meeting proposal as soon as possible?"
"Any hotel will be acceptable to host our annual meeting in Chicago."
"Our company wants to plan a sales meeting in London next year."
"Find suitable venues to host next year's meeting in Rome by June 30."
42. Which is the last step in the workflow process for event-planning services?
Negotiating the event costs on behalf of the customer
Presenting an agreement with timelines to the customer
Confirming the level of the customer's satisfaction
Establishing specific customer requests
43. For participants of an incentive event, the trip is a _____
business opportunity
personal cost
job requirement
reward or prize
44. The details of planned activities for incentive trip attendees is called a _____
points program
social schedule
theme
trip-kit



45. Which is an example of a travel agency acting as an intermediary?
 The agency inspects a restaurant to evaluate its size for a customer's award event
 The agency plans a gala dinner menu with the banquet manager for a customer event
 The agency gives a customer a list of recommended hotel names and contact information
 The agency negotiates its commission fees with a hotel that will host a customer event
46. Which type of meeting room set up is suitable for a training session with twenty participants?
 Conference
 Theater
 Hollow Square
 U-shape
47. Which is recommended for the "site inspection" process?
 The inspection of facilities takes place before the site search process
 It is important to visit and evaluate all aspects of a facility or hotel
 Only communicate the weak aspects of facilities to the customer
 Ask venues for customer references during the site inspection
48. Gifts provided by the incentive house or travel supplier to program participants are called _____
 advertising specialties
 amenities
 freebies
 points
49. A _____ program rewards members when they reach a performance goal or level.
 plateau
 point
 mileage
 tiered
50. Define buy-in participants of incentive events.
 Prize winners who are rewarded at the event
 Sponsors and suppliers of the event
 Individuals who pay to attend the event
 Representatives of the destination management company
51. One of the main differences between managers and supervisors is that _____
 supervisors spend less time dealing with their work group
 managers operate more at the day-to-day or operational level
 supervisors are more involved in the strategic or tactical plans
 managers are more involved in the strategic or tactical plans
52. The best example of SMART at work is when _____
 project start time and completion dates are established ahead
 a supervisor sets deadlines for "worst case" scenarios
 objectives are realistic, measurable, specific and agreed
 realistic objectives for performance are set with specific deadlines
53. The A in the SMART technique for setting clear objectives stands for _____
 agreed
 actualized
 authorized
 accurate

54. How should supervisors teach new skills to a staff member?
Demonstrate only the first step of an operational task checklist
Encourage unsupervised practice after each training session
Explain how important a skill is to the overall work performed
Allow staff to assess and report on their new skill performance
55. What is not a typical example of a supervisor's basic responsibilities?
Production
Quality
Banking
Costs
56. What is a good example of how to promote team spirit?
Point out mistakes at all times
Appreciate only the most talented individuals
Ask for input from and give thanks to team members
Refrain from giving feedback to team members
57. The term BCA stands for _____
Behavior, Consequences and Action
Behavior, Continuity and Action
Behavior, Consequences and Attitude
Behavior, Coaching and Approval
58. Which example of employee feedback is suitable to address job performance?
"You don't seem to care about being punctual."
"You were late for work three times last month."
"You are simply an irresponsible team member."
"You should be at work on time like your colleagues."
59. What is the first step in planning a training program for staff?
Survey staff on their training needs
Identify the skills and knowledge that need upgrading
Contact a supplier to negotiate a presentation
Create e-learning courses for the staff
60. Which represents a management style where there is equal support for all supervisors and staff?
Top-down supervision
Bottom-up supervision
Compromise supervision
Collaborative supervision
61. Brainstorming is an effective way to _____ a problem between colleagues.
explore solutions to
identify the causes of
describe the outcomes of
define the importance of
62. Which is the best description of the term "motivation"?
Rewards or consequences
The amount of job effort
Good job performance
Wanting to do your best



63. Which can be a cause of problems between team members?
 Personal relationships
 Employee aptitudes
 Team size
 Poor leadership
64. What should a team leader promote within the team in order to turn individuals into an effective team?
 Team spirit
 Team assertiveness
 Team aggressiveness
 Team rewards
65. How should destination brochures be filed in a travel agency?
 Chronologically
 By subject
 Geographically
 Alphabetically
66. How can an agency website instantly take a visitor to a different website?
 Through web browsers
 By typing a website URL
 By displaying graphics
 Through clickable hypertext links
67. Which is not a factor in choosing a method for filing documents in a travel office?
 The size of the agency office
 The revenues and business growth
 The travel services sold
 The number of staff members
68. A payroll budget _____
 includes part-time employee salaries only
 does not show medical insurance contributions
 is the largest expense for a travel agency
 is a variable expense to the company
69. In the case of managing corporate accounts, the travel agency should _____
 ignore the billing cycles for valued customers
 refuse credit card payments due to additional charges
 analyze its finances before making a credit option available
 advise Credit Controllers to issue a legal notices quickly
70. What statement can be made from the following table about the travel agency?

Net Operating Margin		
2011	2010	2009
25%	25%	25%

- The agency's net income has decreased over the last 3 years
 The agency's net income has increased over the last 3 years
 Revenue and costs have developed equally over the last 3 years
 The average net operating income over the 3 year period is 23%

71. All agency sales transactions are recorded with a description in the _____
ledger
journal
cash book
operating book
72. The complexity of the agency accounting system depends on the agency's _____
location, volume of business and number of private customers
cash flow status, degree of specialization and local regulations
client base size, location and number of employees
size, sales volume and range of services offered
73. The "cash float" in an agency office is defined as _____
calculations measuring the return on business decisions
the amount of money available to make small office purchases
funds deposited to the agency bank account on paid invoices
the sum of money invoiced and owed by customers
74. Participation in BSP is open to both IATA member airlines and non-member airlines serving the country or area concerned. TRUE or FALSE?
True
False
75. The return-on-investment should be measured _____ implementing a strategy or decision.
before
after
A and B
76. How is "economies of scale" defined?
A product's average cost compared to the volume sold
Actual revenue collected compared to budgeted revenue
Targets the most challenging market segments
Prevents a market monopoly
77. When a product's supply exceeds customer demand, competing suppliers are motivated to _____ the product.
advertise
mass-produce
differentiate
discount
78. A _____ is a group of individuals that share common characteristics and product needs.
focus group
market segment
distribution channel
marketing mix
79. Research by means of a questionnaire is _____
a Qualitative Research Technique
a Quantitative Research Technique
a Market Research Technique that is expensive
a back-office function of a travel company



80. Research that uses the results of informal discussions with clients over a period of one or two months is called _____.
- segmentation research
 - qualitative research
 - exploratory research
 - quantitative research
81. How would local attractions in the US perceive a weakening of the US Dollar versus the Euro?
- As a threat
 - As competition
 - As an opportunity
 - As a weakness
82. Which of the following is not a key step in the marketing process?
- Financial compilation
 - SWOT analysis
 - Selecting target markets
 - The marketing mix
83. A benefit of Market Segmentation is what?
- It enables to find areas of the market not served adequately
 - It consists of similar target segments in most countries
 - It does not include low income group of travelers
 - It is a production-oriented process which simplifies business
84. Research that analyzes customers' complaints in order to improve weaknesses in customer service is called a _____.
- customer service research
 - qualitative research
 - SWOT analysis
 - quantitative research
85. Product pricing is generally _____.
- dependent on the marketing mix
 - influenced by the promotional mix
 - inversely related to consumer demand
 - determined by the quality of a product
86. The marketing activities commonly known as the "Four P's" include _____.
- performance and positioning
 - production and purchase
 - promotion and product
 - principle and pricing
87. Which marketing mix element establishes the value of an agency product in a customer's mind?
- Product
 - Public Relations
 - Price
 - Place
88. Which is a Unique Selling Proposition (U.S.P.) for an agency?
- Corporate and leisure travel sales experience
 - Charging service fees on every hotel room booking
 - Complimentary class upgrades on a preferred airline
 - Selling cruise products as well as air and land transportation

89. Demand is generally "inelastic" for _____ travelers.
business
leisure
young
senior
90. Internet-based convergence technology can be defined as which of the following?
interline service agreements between international airlines
the resources required by airlines to implement electronic ticketing
accessing many communication services over a single Internet connection
the electronic issue of travel visa
91. Airlines today depend on _____ technology to avoid non-compliance fines related to passenger visa requirements.
hyperlink
Smart Card
URL
ETA
92. Travelers search for trusted blogs that are written by _____
an experienced traveler
a tourism office
a travel researcher
a marketing firm
93. Which of the following statements about Electronic Ticketing is FALSE?
The official proof of travel is stored in airline CRS systems
E-ticketing requires support from Global Distribution Systems ✓
Airline terms and conditions are communicated only in paper format
An electronic image of the ticket is used for check-in and boarding
94. A smart card can be used to _____
send travel updates via the Internet
check-out from a reservation system
store all passenger travel-related information
find information about airports and flights
95. A social media manager's core responsibility is to _____
increase the overall (social) sales
market and promote the agency brand
find alternative ways to engage the social customer
creating online competitions
96. To social profile the right type of travelers, which question would be asked?
How many rivers have you kayaked?
Which hotel chain do you prefer?
When cruising, do you prefer to play bridge or read in the library?
All of the above
97. The travel industry receives fewer responses to social marketing strategies compared to other industries because travel products are not _____
sold online
as expensive
purchased as frequently
social media suitable



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98. The travel industry's distribution channels include _____
wholesalers
general sales agents
travel agents
all of the above
99. Why do many customers still prefer to buy their airline tickets from a travel agency instead of an airline's Internet website?
Guaranteed lowest prices in any market
Reduces the need to do any research
Fewer products and services available to choose from
Financial assistance if the trip goes wrong
100. The risk of being robbed in a hotel is reduced when a guest room is booked on the _____ floor.
first
second
third
highest