

**Module 3.1 Managerial Skills 1**

1. **Supervising today is about overseeing that your staff does what it is supposed to do.**  
A. True  
 B. False *B*
2. **Managerial levels of activity are often called:**  
A. strategic  
B. tactical  
C. day-to-day  
D. operational *Supervisors*  
 E. both A and B *LE*  
F. both C and D
3. **These people spend more time leading and motivating their work group and less time planning and organising:**  
A. managers  
 B. supervisors *B*  
C. strategists  
D. none of the above
4. **People-related responsibilities do NOT include:**  
 A. making sure new travel restrictions are communicated to all staff  
B. agreeing to goals for the year with a staff member  
C. giving feedback to staff members on their performance  
D. none of the above
5. **Being able to use a CRS system is a \_\_\_\_\_ skill.**  
A. interpersonal  
 B. technical *B*  
C. critical  
D. conceptual
6. **To determine what your own training needs are in your job as a supervisor, you should**  
A. make a list of the personal characteristics you think are needed to be effective in your job  
B. identify your strong and weak characteristics as related to your job  
C. make a list of the main responsibilities you have as a supervisor  
 D. all of the above *D*
7. **The only effective way of providing clarity is to:**  
 A. set objectives for performance  
B. ask your staff many questions *A*  
C. hire a clarity expert for advice  
D. both B and C  
E. none of the above
8. **The S in the SMART technique for setting clear objectives stands for:**  
 A. specific  
B. setting *K*  
C. standards  
D. solid
9. **The R in the SMART technique for setting clear objectives stands for:**  
A. recommended  
B. regulatory  
C. relaxed  
 D. realistic *R*

10. **Failure to reach objectives is often the result of:**  
A. external factors such as competition  
B. shortcomings on the part of your staff  
C. hard work  
 D. both A and B  
E. all of the above  
F. none of the above
11. **The performance matrix can be used to:**  
A. make clear to new staff what their main responsibilities are  
B. identify problems with staff performance  
C. set objectives for staff members  
 D. all of the above  
E. both A and C
12. **A series of activities that turns inputs into outputs is called a:**  
 A. process  
B. conformance  
C. flow chart  
D. supply route
13. **What the customer determines is an appropriate standard of output from a process is called a(n):**  
 A. requirement  
B. conformance  
C. endpoint  
D. win-win negotiation
14. **Defining the scope of a process is deciding:**  
 A. where the starting and finishing points are  
B. why the process exists  
C. where to concentrate your analysis  
D. all of the above
15. **Measures of whether you are meeting customer requirements include:**  
A. number of complaints  
B. call conversion rates  
C. amount of time spent correcting mistakes  
 D. all of the above  
E. A and C only
16. **If you cannot communicate, you cannot supervise effectively.**  
 A. True  
B. False
17. **To ensure that your message has been heard and understood, you must get:**  
 A. feedback  
B. consensus  
C. output  
D. attention
18. **One of the most crucial aspects of communicating as a supervisor is to be able to:**  
 A. say clearly what you want  
B. overcome difficult conflicts  
C. manipulate your audience  
D. all of the above  
E. A and C only  
F. none of the above

19. **Non-verbal communication should:**
- A. be passive, no matter how assertive the verbal communication is
  - B. match the message of any verbal communication
  - C. be avoided whenever possible
  - D. both A and C
  - E. none of the above
20. **When listening actively, summarising allows you to:**
- A. reflect on what is being said
  - B. get the other person to correct anything you have not clearly understood
  - C. recognise the feelings of the other person
  - D. all of the above
  - E. A and B only
21. **These questions paraphrase what the speaker is saying in the form of a question:**
- A. open
  - B. closed
  - C. reflective
  - D. rogerian
- In written communication, long sentences:**
- A. make it harder for the receiver to understand
  - B. make it more likely for the receiver to get bored
  - C. tell the reader you like to write
  - D. both A and B
  - E. none of the above
23. **To be good at managing performance, supervisors need to:**
- A. be clear on what basis they are evaluating performance
  - B. listen with understanding
  - C. be able to give constructive feedback
  - D. all of the above
  - E. A and C only
24. **When demonstrating an operation in a training session, you should:**
- A. run through the sequence slowly
  - B. make sure each step is understood
  - C. emphasise the main points
  - D. all of the above
  - E. A and C only
25. **The difference between training and coaching is:**
- A. training is usually an event or series of events; coaching is more of a long-term relationship
  - B. coaching is less time-consuming than training
  - C. unlike training, coaching is rarely needed
  - D. none of the above
26. **Feedback should:**
- A. be general rather than specific
  - B. be specific rather than general
  - C. focus on the effects of the behaviour
  - D. be given when the person appears ready to accept it
  - E. B and C only
  - F. B, C, and D

27. The BeCA model is very useful for:
- A. mapping out processes
  - B. communicating in writing
  - C. giving feedback
  - D. all of the above
28. People will be less inclined to put in effort if they:
- A. think too much is being asked of them
  - B. do not see any challenge in what they are doing
  - C. do not see a payoff at the end
  - D. all of the above
  - E. A and B only
29. Managing conflict does NOT involve:
- A. suppressing it
  - B. avoiding it
  - C. dealing with its causes and effects
  - D. both A and B
  - E. none of the above
30. This style of conflict management is appropriate when the issue is trivial or a confrontation could cause problems:
- A. avoidance
  - B. competition
  - C. compromise
  - D. none of the above
31. When managing a conflict between two staff members, you should only intervene if:
- A. both parties agree and are willing to work toward a settlement
  - B. ground rules are set out at the beginning
  - C. the parties choose to brainstorm
  - D. none of the above
32. Teams will be more successful if team members are chosen from individuals who:
- A. prefer to work in teams
  - B. prefer to work as individual contributors
  - C. are burnt out from independent work
  - D. both A and B
  - E. none of the above
33. These team members want to keep a project moving without delays and keep the team moving forward:
- A. analytical
  - B. action-oriented
  - C. visionary
  - D. administrative
34. These team members possess orderly and organised traits; conformance and keeping track of details are their strong points:
- A. analytical
  - B. action-oriented
  - C. visionary
  - D. administrative
35. In the travel and tourism industry, the role of the first line supervisor is becoming:
- A. more obsolete
  - B. less prominent
  - C. more and more important in any business that delivers service
  - D. more competitive

36. Today's form of the role of supervisor is becoming more and more:
- A. informal
  - B. supportive
  - C. creative
  - D. all the above
37. A supervisor who leads, develops and supports his work group rather than directing and disciplining is more of a:
- A. traditional role
  - B. modern role
  - C. component role
  - D. none of the above
38. Which of the following is a main difference between the roles of manager and supervisor?
- A. There are no main differences.
  - B. These are interchangeable terms for the same job description.
  - C. Managers are usually involved at the strategic or tactical level.
  - D. Supervisors usually spend more time planning and organising.
  - E. None of the above is correct.
39. The work of today's supervisor and manager in the travel and tourism industry is:
- A. very different
  - B. quite similar
  - C. no comparison
  - D. broad and undefined
40. Agreeing to goals for the year and giving performance feedback to staff members are examples of:
- A. technical responsibilities
  - B. task-related responsibilities
  - C. people-related responsibilities
  - D. both B and C
41. By setting and agreeing to clear goals and by giving specific feedback for performance improvement, the supervisor:
- A. manages staff performance
  - B. develops behaviour perspective
  - C. incorporates himself into the team
  - D. relies on the staff to perform without direction
42. In effort to motivate his/her team, a manager in today's travel environment should:
- A. set challenging goals
  - B. give performance feedback
  - C. set attainable goals
  - D. all the above
43. In order to be effective, supervisors in the travel and tourism industry should possess skills and knowledge in which of the following areas?
- A. conceptual
  - B. interpersonal
  - C. critical
  - D. all the above
  - E. both A and B
44. An effective supervisor must maintain a good balance of running the operation and:
- A. keeping the staff motivated and satisfied
  - B. focusing only on the technical side of the industry
  - C. developing stringent guidelines that must be specifically followed
  - D. avoiding staff conflict
  - E. all the above

45. Using the SMART technique of setting team objectives to achieve team goals, the *M* stands for:
- A. measurable
  - B. minute
  - C. manpower
  - D. motivation
46. Failure of a team to reach its planned objectives may be due to:
- A. Lack of skill or motivation
  - B. competition
  - C. external factors
  - D. lack of clarity
  - E. all the above
47. The performance matrix can be utilised to achieve which of the following:
- A. establishing where you expect performance to be from your staff
  - B. devising a discipline for incorrect behaviour
  - C. determining where gaps are in performance
  - D. both A and B
  - E. both A and C
48. Managing your organisation's processes in the travel and tourism industry provides for improved service to the customer. Which of the following is the first stage of this process?
- A. Identify your customers and suppliers
  - B. Analyse the process
  - C. Measure to see if you are meeting your requirements
  - D. None of the above
49. The extent to which outputs meet the customer's requirements is termed:
- A. a process
  - B. conformance
  - C. non-conformance
  - D. requirements
50. A very structured process that allows you to see where you should put your effort and resources to deliver a more efficient and effective service to your customers is called:
- A. measurability
  - B. process mapping
  - C. process certification
  - D. process identification
51. Initiating improvements in your processes should be a step in evaluating your mapping.
- A. Improvements should be based only on the needs of the customer, not the agency.
  - B. This step is the final step in the mapping process, focusing on effectiveness and efficiency.
  - C. Initiating improvements should not be of concern in your organisational processes.
  - D. Both A and B.
52. If you are not effective at communicating in the travel and tourism industry, you will likely:
- A. be an effective manager
  - B. be demoted to team leader
  - C. be an ineffective supervisor
  - D. be an easy supervisor to work with
  - E. both A and D
53. When mapping processes, you should chart the processes as:
- A. you would expect them to be
  - B. only as they actually are
  - C. you should never put your processes in writing
  - D. both A and B

54. **To be an effective supervisor in the travel and tourism industry, one should be**  
A. an aggressive communicator  
B. a passive communicator  
 C. an assertive communicator  
D. all the above
55. **A critical aspect in actively listening as a manager should include:**  
A. Manipulating the conversation  
 B. Evaluating body language signals  
C. Discouraging the other speakers from communicating feelings  
D. None of the above
56. **Which of the following is a true statement in the travel and tourism industry?**  
A. Silence should never be used as a method of communication.  
B. Silence can be a very powerful questioning tool.  
C. You should not use silence too much because it can be uncomfortable to the other participants.  
 D. Both B and C.
57. **Verbal communication of detailed information:**  
A. can become distorted  
B. can be easily misunderstood  
C. should be put in writing  
 D. all the above
58. **A term used for closing the gap between what is actual and what is desired in terms of organisational performance is called:**  
A. developing performance  
 B. creating performance  
C. setting performance  
D. managing performance
59. **Looking at jobs to identify the knowledge, skills and attitudes needed to perform them effectively is called:**  
 A. analysing jobs  
B. assessing jobs  
C. allocating jobs  
D. none of the above
60. **As part of the new skills training process, the supervisor should:**  
 A. check performance from time to time  
B. never check performance after the initial education process is complete  
C. require written testing of the knowledge obtained  
D. wait for six months after initial introduction of the material to check performance
61. **Training is about acquiring the skills and knowledge to do the current job effectively. Developing your staff to take on more responsibilities in the future requires the supervisor to create working relationships within the team and is done by coaching. Coaching:**  
A. includes on-the-job advise  
B. is an on-going longer-term process than formal training  
C. is a training event  
D. includes guidance and feedback  
 E. all except C
62. **An essential part of coaching and helping with on-the-job training in the travel and tourism industry is:**  
A. passive communication  
 B. feedback  
C. criticism  
D. both B and C

63. When giving feedback to members of the staff, the supervisor should:
- ~~A.~~ never give feedback face to face
  - ~~B.~~ focus feedback on the effects of behaviour B
  - C. give the feedback before the person seems ready to accept it
  - D. cover all the issues at hand
64. In using the model for applying feedback in practice, concentration should be focused on:
- A. behaviour, not attitude or personality
  - B. attitude in the workplace
  - C. the knowledge gained in the training environment
  - ~~D.~~ character and skill D
65. The things that make the supervisor or staff want to put in extra effort, to really give their best is referred to as:
- A. rewards
  - B. satisfaction
  - ~~C.~~ motivation C
  - D. calculated incentive
66. Which kind of factor becomes important to the supervisor and staff only when it is very bad?
- A. intrinsic factors
  - ~~B.~~ extrinsic factors B
  - C. conflict factors ^
  - D. exquisite factors X
67. Conflict among staff members in the travel industry
- A. always produces a negative outcome
  - B. can be beneficial in getting people to think about an issue they have been avoiding
  - C. can produce a variety of differing opinions, thus creating better decision making potential
  - ~~D.~~ both B and C D
68. Supervisory levels of activity are often called:
- A. strategic
  - B. tactical
  - C. day-to-day
  - D. operational
  - E. both A and B
  - ~~F.~~ both C and D
- Managerial factors/skills*

**Module 3.5 Administration and Accounting**

69. The following is a reason for small business failures:
- A. lack of competition
  - B. poor financial planning
  - C. inefficient sales management
  - D. lack of inventory control
  - ~~E.~~ all except A E
70. Customer information contained on cards should NOT include:
- A. telephone numbers
  - B. balance due dates
  - C. passport numbers
  - D. health and visa requirements
  - E. none of the above E



71. All client billing in a travel agency should be:
- A. recorded on an invoice
  - B. recorded by the customer
  - C. paid for at the point of origin
  - D. both A and C
  - E. none of the above
72. Invoices and audit coupons should be kept in a (n) \_\_\_\_\_ filing system.
- A. alphabetical
  - B. subject
  - C. geographical
  - D. numerical
  - E. chronological
73. General business documents should be kept in a (n) \_\_\_\_\_ filing system.
- A. alphabetical
  - B. subject
  - C. geographical
  - D. numerical
  - E. chronological
74. Tariff manuals should be kept in a (n) \_\_\_\_\_ filing system.
- A. alphabetical
  - B. subject
  - C. geographical
  - D. numerical
  - E. chronological
75. Payments to airlines may be made by:
- A. cheque
  - B. direct debit from the agent's bank account
  - C. promissory note
  - D. all of the above
  - E. A and B only
76. A stock control logbook need NOT include the following information:
- A. serial numbers
  - B. supplier's name
  - C. type of document supplied
  - D. the names of all staff members
  - E. none of the above
77. The nature and value of a person's possessions, including amounts owed to him/her, are called:
- A. liabilities
  - B. assets
  - C. profit
  - D. capital
78. If an agency wants to sell its business or obtain a loan, it must produce this financial statement for examination:
- A. profit and loss statement
  - B. balance sheet
  - C. working papers
  - D. all of the above
  - E. A and B only

79. This instrument utilises past financial data and forecasted future trends:  
A. cash flow statement  
 B. budget B  
C. journal  
D. ledger
80. All accounting transactions such as sales and purchases, except cash and banking transactions, are initially entered in the:  
A. ledger  
 B. journal P819 B  
C. cash book  
D. none of the above
81. The double-entry system of accounting requires that:  
 A. the total of all debit entries equals the total of all credit entries  
B. all entries are made twice to double-check accuracy X  
C. the trial balance is accurate  
D. none of the above
82. This financial statement contains the summary of the income of the agency and the expenses incurred in the earning of that income:  
 A. profit and loss statement  
B. balance sheet  
C. general journal X  
D. statement of cash flows
83. This type of policy helps to avoid cash flow problems, the expense of monitoring debtors, and the time spent chasing up accounts overdue:  
 A. no-credit  
B. 2/10, net 30 X  
C. strict  
D. non-discriminating  
E. none of the above
84. You should avoid borrowing money to finance a commercial account because it can:  
 A. negate the profit originally made on the sale  
B. impair your ability to negotiate better terms later on  
C. start a downward financial cycle, possibly leading to bankruptcy  
D. both A and C  
E. none of the above X
85. Which of the following is a liability on the balance sheet?  
A. creditors  
 B. an owned company car B  
C. owner's equity  
D. all of the above  
E. none of the above
86. On the balance sheet, owner's equity is the total of assets less liabilities.  
 A. True  
B. False X
87. Your agency has started to charge clients a \$5 service charge for any faxes sent on behalf of the client. A long-time and valuable client objects to this charge. What should you do?  
 A. Consider waiving the fee for this client; the potential loss of business might outweigh the benefit of collecting the fee  
B. Insist that the client pay the service charge  
C. Eliminate the new policy of charging service fees to avoid further problems  
D. None of the above X

88. In the travel organisation, a business client account needs to be maintained up to date to ensure:
- A. timely and accurate billing
  - B. a record of any money received
  - C. a record of money owed
  - D. all the above
89. The travel office filing cabinet with the clients' files and the travel consultant's diary should be checked how often to determine what files need to be pulled and handled?
- A. Monthly
  - B. Weekly
  - C. Daily
  - D. Quarterly
  - E. Never
90. In the travel industry, commercial account bookings are generally:
- A. cash sales
  - B. credit card sales
  - C. credit sales
  - D. none of the above
- Who gets the original copy of billing for requesting payment?
- A. accounts receivable department
  - B. bookkeeping department
  - C. client
  - D. client file
  - E. none of the above
92. In the travel office, the manager and staff should consider which of the following when determining how to file and store documents?
- A. the agency size and layout
  - B. volume of business
  - C. travel services sold
  - D. the number of employees
  - E. all the above
- \*93. A filing system should be divided into two categories and stored accordingly:
- A. active and inactive
  - B. active and dead
  - C. current and inactive
  - D. all the above
94. The sales reporting period for individual travel suppliers may be:
- A. hourly
  - B. monthly
  - C. twice per year
  - D. all the above
95. The sales report may also include a column for the travel agent commission and should be accompanied by:
- A. audit coupons
  - B. voucher copies
  - C. debit and credit notes
  - D. all the above

96. Submission of late reports and/or payment may result in disciplinary action being pursued by the supplier in the form of:
- A. a warning letter
  - B. termination of the supplier-agent agreement
  - C. withdrawal of travel documents
  - D. all the above
97. Many suppliers issue guidelines for this type of system to the travel agent for securing the document stock during work hours and when the premises is closed in order to manage potential loss, theft and criminal misuse of stock?
- A. ticket control system
  - B. lock and key system
  - C. stock control system
  - D. serial number tracking system
98. Who is responsible for carrying out regular audits to ensure that the stocks of accountable travel documents held physically match the number shown as the remaining documents?
- A. a designated employee
  - B. a special team of employees
  - C. this job is rotated among staff members
  - D. a senior member of the agency staff
99. The reserve supply of unused travel documents supply should:
- A. not exceed a month's working supply
  - B. not exceed three month's working supply
  - C. not exceed six month's working supply
  - D. be at least an annual supply
100. The purpose of accounting procedures in the course of business is to report and interpret the past in order to:
- A. detect unfair practices and business standards
  - B. shed light on future planning
  - C. create additional jobs in the work place
  - D. manipulate information for bank lending and negotiating services
101. The excess or deficiency of assets versus liabilities is termed as:
- A. assets
  - B. liabilities
  - C. capital
  - D. profit or loss
  - E. none of the above
102. In most countries, law requires travel agency books to be audited:
- A. twice per year
  - B. every year
  - C. every three years
  - D. every five years
103. In the travel and tourism industry, agency size and volume of business, degree of specialisation, range of services offered, and local practice and regulations all determine the size and complexity of the:
- A. aggregate accounting components
  - B. accounting system
  - C. capital requirements
  - D. supplier pool
  - E. none of the above

104. For commercial accounts, it is not a good idea to send the invoice and the tickets together because prompt payment cannot be ensured.
- A. True  
 B.  False

### Module 3.6 Marketing 1

105. The marketing process does NOT include:
- A. developing goods and services  
 B. pricing goods and services  
 C. promoting goods and services  
 D.  none of the above
106. Marketing and selling mean the same thing.
- A. True  
 B.  False
107. Refusing to differentiate your product from others is a strategy that works:
- A.  in an environment without competitors  
 B. when you have a large market share  
 C. for mature companies that have a good pipeline of new products  
 D. both B and C  
 E. none of the above
108. All of the following are characteristics of products EXCEPT:
- A. intangibility (can't be held)  
 B. extreme perishability  
 C. being consumed after purchase  
 D. all of the above  
 E.  A and B only  
 F. none of the above
109. Which of the following is best described as a "need," as opposed to a "want"?
- A. first-class airplane seating  
 B. unrestricted tickets at excursion fare levels  
 C. airport lounges  
 D.  reliable air service
110. A "want" is a need after it has been influenced by culture.
- A.  True  
 B. False
111. By following a logical sequence of marketing process tasks, the marketer is able to:
- A. identify prospects to increase sales  
 B. take advantage of competitors' weaknesses  
 C.  develop a marketing plan  
 D. none of the above
112. The highly structured statistical analysis of a large number of people, often involving parameters like populations and proportions, is called:
- A.  quantitative research  
 B. qualitative research  
 C. Dubai research  
 D. market analysis

113. Identifying the Greek government's attitudes and policies toward leisure travel is an example of:  
A. quantitative research  
B. qualitative research  
C. Dubai research  
D. market analysis  
PG # B
114. The drawback of qualitative research is that:  
A. due to its limited scope, the sample is often too small to draw certain conclusions.  
B. it is more expensive than quantitative research  
C. it cannot be completed as quickly as quantitative research  
D. none of the above  
A  
PG # I
115. In the first stage of the market research process:  
A. information is gathered  
B. timelines are established  
C. the problem or objectives of the study are identified and clarified  
D. none of the above  
C
116. Changes in discretionary income and availability of credit are \_\_\_\_\_ factors.  
A. macro-economic  
B. micro-economic  
C. business  
D. infrastructure  
B PG # I
117. Trends in corporate contacts and travel policies are examples of \_\_\_\_\_ factors.  
A. macro-economic  
B. micro-economic  
C. business  
D. infrastructure  
PG # I C
118. The primary difference between the business and leisure segments of the travel industry is:  
A. their familiarity with travel options  
B. their degree of price sensitivity  
C. the role of the sponsor in the purchase process  
D. all of the above  
E. B and C only  
F. none of the above  
E
119. According to a SWOT analysis, for a travel agent, a national airline's move toward direct consumer sales would be a (n):  
A. strength  
B. weakness  
C. opportunity  
D. threat  
PG # I D
120. This target marketing approach targets a number of different segments and then develops a marketing plan for each specific segment:  
A. differentiated segmentation  
B. undifferentiated segmentation  
C. specialised segmentation  
D. uni-dimensional segmentation  
A PG # I
121. This target marketing approach carries the highest risk; if it fails, the agency could experience heavy financial losses:  
A. differentiated segmentation  
B. undifferentiated segmentation  
C. specialised segmentation  
D. uni-dimensional segmentation  
C

122. To become the agency of first choice in the student travel market is an example of a (n):  
A. goal  
B. objective  
C. target  
D. none of the above
123. Unlike objectives, goals are very specific and measurable.  
A. True  
B. False
124. Price is inversely related to:  
A. demand  
B. supply  
C. market forces  
D. none of the above
125. Demand is considered \_\_\_\_\_ when demand does not vary with changes in price.  
A. elastic  
B. inelastic  
C. fluctuating  
D. stable
126. The less elastic the demand:  
A. the more prices can be raised  
B. the more travel agents should consider dropping their prices  
C. the more likely it is that the agency will go out of business  
D. none of the above
127. The key objective of any promotional effort is:  
A. reduced expenditures  
B. to identify promising market segments  
C. awareness  
D. all of the above
128. Cooperative advertising:  
A. is quite common in the travel industry  
B. helps cover the cost of an agency's marketing  
C. can enhance the agent's own image by being associated with a well-established travel supplier  
D. all of the above  
E. A and C only
129. As with advertising, most companies use outside companies to help create and implement public relations strategy.  
A. True  
B. False
130. The travel distribution channel begins with:  
A. producers or suppliers of travel services  
B. airlines  
C. hotels  
D. all of the above
131. The majority of travel intermediaries, which take care of all types of customers, are called:  
A. retail agents  
B. general sales agents  
C. tour wholesalers  
D. none of the above

132. A qualitative research tool that uses discussions among representative members of a target group as a way to assess opinions and attitudes is called a (n):  
A. survey  
B. quality circle  
 C. focus group  
D. none of the above
133. The process of marketing is made up of many activities involved with creating products and services with the satisfaction of:  
A. the accounting team  
 B. planning and motivating  
C. wants and needs  
D. needs and demands
134. Which of the following is a true statement?  
A. Marketing is the same as sales.  
 B. The marketing process begins long before a product is available for sale.  
C. The marketing process begins after the development of a product.  
D. The marketing process is complete once the product is in production.  
E. Both A and C.
135. The question, "What does the customer need, and how can we satisfy that need?" is a concept used in:  
A. production-oriented marketing  
 B. customer-oriented marketing  
C. product development strategies  
D. market planning  
E. none of the above
136. Dividing a large group of potential customers into smaller groups to better understand the needs of these different and smaller groups for developing market mixes to target is known as:  
A. division grouping  
 B. segmentation  
C. strategy  
D. micro-economics
137. The information obtained through the marketing process by the travel marketer is summarised in a format known as SWOT, standing for strengths, weaknesses, opportunities and:  
 A. threats  
B. tangibles  
C. targets  
D. none of the above
138. In the travel and tourism industry, setting measurable targets to be achieved in a specific time frame is known as:  
A. developing plans  
 B. setting objectives  
C. setting goals  
D. targeting
139. The final stage in target marketing where the marketer creates a place of distinct value as perceived by the target customer is referred to as:  
A. target marketing  
B. product power  
 C. value distinction  
D. product positioning



140. One of the key intangible services that a travel agent provides to his or her customer is:
- A. advice
  - B. trip planning
  - C. ticket deliveries
  - D. reservations
  - E. all except A
141. In the marketing process, effective product pricing is:
- A. dependent on the entire mix
  - B. dependent on customer demand for the service
  - C. Inversely related to demand.
  - D. all the above
  - E. only B and C
142. The most visible component of the marketing mix and an integral part of the overall marketing strategy that creates awareness of the firm's products or services is referred to as:
- A. potential
  - B. elasticity
  - C. promotion
  - D. visibility
143. Disadvantages associated with advertising in the travel industry include:
- A. a broad reach across large markets
  - B. considerable noise levels from competitors advertisements
  - C. expensive and ineffective from a cost perspective for small firms in small markets
  - D. all the above
  - E. both B and C
144. When two or more parties jointly develop and pay for advertising space in the travel and tourism industry they are known to be using:
- A. joint advertising
  - B. cooperative advertising
  - C. shared advertising
  - D. this is an unlikely form of advertising
145. A form of product promotion that enables the marketer little control over the advertising process but is typically cost-effective is known as:
- A. cooperative advertising
  - B. public relations
  - C. personal selling
  - D. all the above
146. Direct marketing approaches include:
- A. telephone selling
  - B. direct mail
  - C. Internet
  - D. all the above
147. The overall plan that pulls together all the elements of the promotional mix is called:
- A. marketing mix
  - B. strategic planning
  - C. the promotional campaign
  - D. direct marketing

148. 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
149. The sales representative services corporate accounts and leisure groups mainly by:
- A. direct mail
  - B. telephone
  - C. providing promotional material and information
  - D. visiting the client
  - E. both C and D
150. Sales activities that are usually short-term and designed to both stimulate awareness and induce the customer into buying from the travel agent are classified as:
- A. personal selling
  - ~~B.~~ direct marketing
  - C. sales promotion
  - D. promotional campaign
151. A promotional tool that is relatively inexpensive and reaches potential buyers via the postal service is known as:
- A. personal selling
  - B. sales promotion
  - C. telephone selling
  - D. none of the above
152. What is the process of making available or delivering the product or service to the target market?
- A. distribution
  - B. place
  - ~~C.~~ price
  - D. both A and B
  - E. both B and C
153. What does the travel industry rely on to help suppliers efficiently distribute products and services to more customers and in more geographical areas than the supplier could cover on its own?
- A. promotion
  - ~~B.~~ price
  - C. distribution channels
  - D. retail travel agents
154. A travel agent acts a (an) \_\_\_\_\_ for other industry suppliers such as airlines, hotels and car rental companies in distributing their services or products.
- ~~A.~~ opponent
  - B. intermediary
  - C. supplier
  - D. distributor
155. The "steering" of consumers towards a supplier and other services justifies the compensation that suppliers provide to travel agents, and thus over \_\_\_\_\_ of the travel industry's product-services are sold through travel agents.
- A. 20%
  - B. 35%
  - C. 50%
  - D. 80%

156. The travel agent acts as a (an) \_\_\_\_\_ of any of the product-services that they create themselves, such as tour packages and corporate account management.  
 A. distributor  
 B. supplier  
 C. intermediary *C*  
 D. developer
157. In the travel and tourism industry, retail travel agents, tour wholesalers and tour operators and general sales agents are all different types of:  
 A. travel suppliers  
 B. travel intermediaries *B*  
 C. distribution channels  
 D. technical support for the supplier
158. What type of travel agent acts as both supplier and intermediary, servicing markets not served directly by suppliers or where volume is insufficient to merit the opening of a ticket reservations office?  
 A. supplier  
 B. tour wholesalers  
 C. general sales agents *C*  
 D. retail travel agent
159. ~~CA~~ BRE and ABACUS are examples of:  
 A. computerised reservations systems  
 B. URLs  
 C. Internet service providers  
 D. none of the above

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160. To survive in the age of the Internet, travel agents must:  
 A. become specialists  
 B. become generalists  
 C. use advances in technology to good advantage  
 D. all of the above  
~~E. B and C only~~  
~~F. A and C only~~ *F*
161. Surveys suggest that passengers prefer to view and choose their holidays:  
~~A. from the convenience of their homes~~  
 B. in the presence of a qualified travel agent *D*  
 C. while commuting to and from work  
 D. none of the above
162. A compact optical disc that can store over 500MB of information is called a:  
 A. Smart card  
~~B. CD ROM~~ *B*  
 C. BSP  
 D. Record
163. The following is NOT a type of ticket offered today:  
 A. OPTAT  
 B. Manual ticket  
 C. ATB *D*  
~~D. None of the above~~

164. When using an OPTAT, if a passenger has less than 4 flights, voided coupons are:
- A. attached to the audit coupon and sent to BSP
  - B. removed from the ticket
  - C. given to the passenger for his/her records
  - D. none of the above
165. When electronic tickets are used, the passenger is handed in paper form the airline's terms and conditions of contract, which are called:
- A. OPTATs
  - B. ATBs
  - C. BSPs
  - D. APNs
166. A ticketless traveller is scheduled for a flight that is cancelled, and he must now fly out on another airline. This traveller:
- A. will get their new reservations without any paper hassle
  - B. must wait for a paper ticket to be issued to present to the other airline
  - C. is given priority by airlines using a GDS
  - D. none of the above
167. Smart cards do NOT allow users to:
- A. obtain cash from ATMs
  - B. store passport and visa details
  - C. check out of a hotel
  - D. none of the above
168. An innovative marketing tool on a travel agencies website that increases the customer's experience of a destination is the use of:
- A. graphics and movie clips
  - B. links to airlines web sites
  - C. HTML text
  - D. all of the above
169. A travel agent's Web site should NOT include:
- A. brochures with prices
  - B. on-line booking options
  - C. links to competitors
  - D. none of the above
170. When repeating a Web search, it is important to remember that search engines:
- A. offer the same Web sites as long as you use the same key words for your search
  - B. do not always offer the same sites each time you do an identical search
  - C. often crash when asked to repeat the same search again
  - D. none of the above
171. The back office of an agency performs \_\_\_\_\_ functions.
- A. accounting
  - B. management information
  - C. servicing
  - D. all of the above
  - E. A and B only
  - F. none of the above
172. Database programs that compare corporate travel policy to the PNR and check for compliance are called:
- A. firewalls
  - B. compliance fields
  - C. corporate check programmes
  - D. none of the above

173. In order to be efficient and to address your customers' needs for suitable information and a tailor-made solution to their individual requirements, you need to know how to work in a \_\_\_\_\_ computer environment.
- A. Windows
  - B. PowerPoint
  - C. DOS
  - D. Macintosh
174. A corporate travel booking management system should include:
- A. employees' personal profiles
  - B. corporate travel policy
  - C. reservation requests
  - D. 24-hour corporate access to travel bookings
  - E. all of the above
175. A proprietary operating system that serves as the base software on which a wide variety of programs can operate is:
- A. Windows
  - B. PowerPoint
  - C. Excel
  - D. none of the above
176. The network that connects the computers of suppliers, agents and consumers around the world is known as:
- A. Computerised Reservation System
  - B. Travel and Marketing Network
  - C. Internet
  - D. Travelocity
177. Many economists say the \_\_\_\_\_ will have the same dramatic impact on global economies and businesses that the Industrial Revolution had in the late 1800's.
- A. Computerised Reservation Systems
  - B. Travelocity
  - C. Internet
  - D. SWOT
178. Once an agency has begun implementing its marketing plan, it must constantly compare its progress and effectiveness against the:
- A. technology industry
  - B. planning procedures
  - C. marketing budget
  - D. marketing objectives
179. The task of measuring and monitoring the progress of the marketing plan in the travel and tourism industry should be performed:
- A. at least on a monthly basis
  - B. annually
  - C. only prior to implementing the marketing plan
  - D. according to the demands of the client
180. The Internet provides the ideal forum for information gathering and is often referred to as the:
- A. "railway"
  - B. "information highway"
  - C. "information track"
  - D. "distribution highway"

181. **The effects of E-ticketing include which of the following?**  
A. increasing employment opportunities  
B. eliminating refund procedures  
 C. reducing the time for passenger check-in  
D. all the above
182. **Travel agents must become experts in their field in order to:**  
A. Meet the more stringent licensing requirements of today.  
 B. Ensure that their customers would rather do business with them than without them.  
C. Help customers purchase tickets directly from airlines.  
D. Both B and C  
E. None of the above.
183. **A collection of data related to a particular topic is known as:**  
A. software  
B. a computer  
 C. a database  
D. hypertext links
184. **Marketing on the Internet reaches a far wider audience in the travel industry than:**  
A. marketing by phone  
B. marketing by mail  
C. marketing by traditional media  
 D. all the above
185. **The use of technology to gather, manage, distribute and communicate information is extremely valuable in the travel and tourism industry.**  
 A. True  
 B. False  
C. Technology is used to gather and manage but not to distribute or communicate.  
D. Technology is used to gather and communicate but not to manage or distribute.
186. **Advances in technology have facilitated the distribution of the travel product and opened up new distribution channels for the travel industry. Which of the following is an intermediary in the multi-level distribution of the travel product?**  
A. the consumer  
B. a GDS  
C. the travel agent  
D. the principal  
 E. both B and C
187. **In the travel and tourism industry, Digital Television allows for:**  
 A. increased quality and clarity of graphics  
B. automatic electronic visa issue  
C. automatic airfare discounts  
D. site to site distribution
188. **One way a travel agent can embrace the technological effects on the travel industry in a healthy and fruitful way is by:**  
A. keeping abreast of technology  
B. using the Internet to keep a competitive edge  
C. viewing technology as a medium for increasing your business  
 D. all the above
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