

Module 3.2 - Negotiation Skills

1. The process of negotiating often demands a cost of:
  - A. time
  - B. money
  - C. precedents
  - D. all of the above
  - E. A and B only
2. In the travel industry, taking advantage of your opponent where you win and your opponent loses will not contribute to:
  - A. building long-term relationships
  - B. short-term success
  - C. bad feelings
  - D. none of the above
3. Travel agents must often negotiate for compensation on behalf of their clients with:
  - A. airlines
  - B. hotels
  - C. rental car companies
  - D. all of the above
  - E. none of the above
4. Taking unilateral action is when you:
  - A. delay the negotiation
  - B. identify issues and look for workable solutions
  - C. are in a strong position, the other party is weak, and you decide to do whatever you want and suffer the consequences
  - D. give up because the time and resources required are too great
5. Sanctions are:
  - A. incentives
  - B. punishments
  - C. rewards
  - D. negotiating ploys
  - E. none of the above
6. Everything is negotiable.
  - A. true
  - B. false
7. The easiest and most cost-effective way to resolve conflicts is to:
  - A. problem solve
  - B. negotiate
  - C. postpone
  - D. withdraw
- 8.\* Once a precedent is created, you:
  - A. can cheaply trade it out again
  - B. will have to live with the long-term consequences of it
  - C. may need to start new negotiations from the concession found in the precedent
  - D. both B and C
  - E. all of the above
- 9.\* If a strike zone does not appear to exist, a skilled negotiator:
  - A. knows it is time to give up and move on
  - B. can create one by employing unilateral action
  - C. should postpone negotiations
  - D. can create one by combining variables
  - E. both B and C

*Not sure*

10. This negotiation step should consume 90 percent of the total time allotted to reaching an agreement:
  - A. preparation
  - B. discussion
  - C. signal
  - D. propose
  - E. bargain
11. Travel agents who negotiate on price alone:
  - A. generally earn only average commissions
  - B. create win-win scenarios with difficult customers
  - C. will never be able to create win-win scenarios
  - D. none of the above
12. Accepting a bad deal is:
  - A. better than no deal at all
  - B. not better than no deal at all
  - C. a last resort only
  - D. none of the above
13. Unrealistic objectives:
  - A. rarely succeed
  - B. can be dangerous
  - C. can give your opponent the impression that you are greedy
  - D. all of the above
- 14.\* Whether or not to disclose information in a negotiation should depend on whether the disclosure:
  - A. structures the other party's expectations in any direction
  - B. conveys what you want or how badly you want it
  - C. both A and B
  - D. none of the above
15. An airline refuses to offer you what you want: a 10 percent discount on a block of seats you have sold. It will, however, allow you to defer payment for 12 months. You should:
  - A. accept the offer even though it is not a good one
  - B. insist that the discount be offered or you will cancel the sale
  - C. accept the offer, recognizing that it could be the equivalent of a 10 percent discount depending on interest rates
  - D. none of the above
16. Disagreements in your team in a negotiating situation:
  - A. can be used as an effective weapon against you
  - B. can cause confusion as to who is in charge
  - C. can cause a misunderstanding about what your objectives are
  - D. all of the above
17. The person responsible for moving the process forward in a negotiation is the:
  - A. leader
  - B. summarizer
  - C. observer
  - D. recorder
18. The person responsible for making and getting concessions in a negotiation is the:
  - A. leader
  - B. summariser
  - C. observer
  - D. recorder



19. Summarisers often need to take control over the meeting from the leader.  
 A. true  
 B. false
20. This person keeps his/her eyes firmly on the other team and recognises and records any signals he/she sees from them:  
 A. leader  
 B. summariser  
 C. observer  
 D. recorder
21. The more concessions you have on the table for discussion, the easier it will be to achieve your objectives.  
 A. true  
 B. false
- \*22. Concessions that are relatively easy for airlines to give include:  
 A. upgrades  
 B. price discounts  
 C. priority seat selections  
 D. all of the above  
 E. A and C only
23. The discussion step of negotiation:  
 A. is the most enjoyable step for many negotiators  
 B. enables negotiators to demonstrate their powers of logic and persuasion  
 C. provides an opportunity to put your best case forward  
 D. all of the above
24. Assumptions during negotiations:  
 A. can be dangerous  
 B. should be avoided  
 C. are often inaccurate  
 D. all of the above  
 E. none of the above
25. When confronted with a threat:  
 A. counter with your own threat  
 B. ignore it  
 C. find out how genuine the threat is  
 D. both A and B  
 E. none of the above
26. The most important element in reaching a win-win scenario is:  
 A. having mutual trust  
 B. asking questions  
 C. influence  
 D. none of the above
27. Good negotiating behaviour does not include:  
 A. less listening and more talking  
 B. asking closed-ended questions  
 C. point scoring  
 D. both A and C  
 E. all of the above  
 F. none of the above

28. Crossing one's arms, taking a deep breath, lunging backward, and warm greetings are examples of:  
 A. negotiating ploys  
 B. proposals  
 C. signals  
 D. none of the above
29. When you recognize a signal, the best thing to do is:  
 A. pretend you didn't notice it  
 B. confirm it  
 C. stop the negotiations until a further point in time  
 D. none of the above
30. In the signaling stage, you should:  
 A. elicit information about the other party  
 B. test assumptions  
 C. explore sanctions and incentives  
 D. all of the above  
 E. A and B only
- 31.\* Proposals are not commitments.  
 A. true  
 B. false
32. The most important rule in receiving a proposal is to:  
 A. remain completely quiet until the other party has finished talking  
 B. interrupt if necessary to ask questions  
 C. pretend you're not really interested  
 D. none of the above
33. When making a complaint, you should:  
 A. wait for the recipient to suggest a solution  
 B. not just state your grievance but propose a remedy  
 C. not expect that you will get what you want  
 D. none of the above
34. An important rule of negotiating is: Don't give the other party anything; unless:  
 A. you think your goodwill will motivate concessions from the other party  
 B. you get something in return  
 C. required to do so in writing  
 D. none of the above
35. The \_\_\_\_\_ Close should be used when you recognise that the other party is just about to agree to your terms.  
 A. Summary  
 B. Concessional  
 C. Strike Zone  
 D. none of the above
36. Closing concessions should always be:  
 A. short and to the point  
 B. conditional on getting the other party to agree to the deal  
 C. small but not too specific  
 D. both B and C  
 E. all of the above
37. If possible, the writing of the agreement should always be done:  
 A. by both partners  
 B. by your side  
 C. by the other party  
 D. none of the above





38. Rather than just say no during the proposal stage, you should:
- A. return to the discussion stage
  - B. look for signals
  - C. make a counterproposal
  - D. all of the above
39. Win-win situations are:
- A. almost impossible to negotiate
  - B. the goal of any good negotiation
  - C. elusive at best
  - D. both A and C
40. Good negotiators in the travel and tourism industry use their skills to:
- A. understand the costs of negotiating.
  - B. understand and effectively use the structure of negotiation.
  - C. create a situation between two or more parties where  $1+1$  is greater than 2.
  - D. build long term relationships.
  - E. all of the above.
41. Alternatives to negotiation include:
- A. problem solving
  - B. postpone
  - C. capitalisation
  - D. both A and B
  - E. none of the above
42. Negotiation is the last resort
- A. because it is the most cost effective way of reaching agreements.
  - B. because it is not effective.
  - C. only in rare cases.
  - D. because it can cost you.
43. The costs of offering concessions include
- A. social and political pressures
  - B. time wastage
  - C. lost opportunity
  - D. precedent setting
  - E. both A and C
44. Which of the following statements are true
- A. Once you have given the other party a concession, a precedent has been set.
  - B. Good negotiators use their skills to understand and effectively use the structure of negotiation.
  - C. Negotiation can be used as a way of resolving conflict.
  - D. The perceived value of the incentives and sanctions determine the power available to the parties.
  - E. All the above are true statements.
45. Skillful negotiators use this approach to create an agreeable deal to both parties:
- A. withdraw
  - B. postpone
  - C. persuasion
  - D. flexibility
  - E. none of the above
46. If an overlap limit position does not exist, one can be created by:
- A. persuasion.
  - B. unilateral action.
  - C. problem solving.
  - D. adding value as defined by the other party.

47. Use this alternative to negotiation when you are strong and the other party is weak:
- A. problem solving
  - B. sanctions
  - C. unilateral action
  - D. withdraw
48. A Skillful negotiator in the travel and tourism industry can
- A. talk anybody into a deal.
  - B. build long term relationships.
  - C. create win-win situations.
  - D. all of the above.
  - E. only B and C.
49. Managers should try which of the following methods as a second alternative in resolving conflict
- A. persuasion
  - B. problem solving
  - C. negotiation
  - D. postpone
50. Which of the following are elements of negotiation in the travel and tourism industry?
- A. bargain
  - B. agree
  - C. signal
  - D. both B and C.
  - E. all of the above.
51. The agenda for preparation of negotiation should include:
- A. concessions
  - B. strategy
  - C. objectives
  - D. unilateral agreement
  - E. all except D.
52. Because there is never enough time to do one's preparation fully,
- A. you should always use a team of individuals in the negotiation process.
  - B. it is useful to have an agenda of the points to be covered during the face to face discussions. ✓
  - C. never negotiate face to face.
  - D. all the above.
53. The primary goal in developing objectives for negotiation is:
- A. limit the number of objectives.
  - B. prioritise the objectives.
  - C. create objectives that only satisfy you. ✓
  - D. only create financial objectives. ✓
  - E. all the above.
54. The opportunities in considering the objectives of the other party include:
- A. considering their arguments in advance and how you can best handle them.
  - B. determining which objectives you can meet and on your terms.
  - C. never consider the objectives of the other party.
  - D. both A and B.
55. Which question should be asked in determining whether to disclose information:
- A. Does disclosure convey what you want or how badly you want it?
  - B. Does disclosure ensure a firm deal between the parties?
  - C. Does disclosure structure the other parties' expectations in my direction?
  - D. both A and C.



56. In the agenda for preparation for negotiation, the information process should include:
- what to give.
  - what not to give.
  - what to receive.
  - both A and C.
  - both A and B.
57. If you negotiate face to face in the travel and tourism industry,
- each member of the team should understand what his or her assignment should be in the negotiations.
  - clear-cut roles should never be assigned in advance.
  - never negotiate as a team.
  - the leader should be the only speaking member of the team.
58. A negotiating leader is responsible for
- the major functions of face to face negotiations.
  - getting and getting concessions.
  - getting to the deal.
  - moving the process forward.
  - all of the above.
59. In negotiations, an observer
- should say nothing until an adjournment is called.
  - is the simplest task.
  - should never evaluate body language and non-verbal communication.
  - should summarise the negotiation process.
60. In the travel and tourism industry, discussion is
- the last opportunity to meet face to face with the other party.
  - the least enjoyable step for negotiators.
  - the quickest step to complete.
  - an opportunity to explore the other party's priorities as regards their objectives, as well as to inform them of your scale of priority as regards your objectives.

### Module 3.3 - Tour Packages

61. The rise of travel niche marketing has given rise to:
- the demise of commission-only products
  - a growing number of special-interest tours
  - major competition in the travel industry
  - all of the above
62. Adventure tours are generally classified into two broad categories:
- soft and hard
  - Northern Hemisphere and Southern Hemisphere
  - land and sea
  - cheap and expensive
63. Hard tours that present an element of adventure but offer little physical challenge or danger to participants are called:
- soft adventure tours
  - hard adventure tours
  - challenging adventure tours
  - semi-challenging adventure tours
64. A bike trip through Tuscany in Italy would be classified as a:
- soft adventure tour
  - hard adventure tour
  - challenging adventure tour
  - semi-challenging adventure tour

65. Participants of soft adventure tours need to be in good physical and emotional condition.
- true
  - false
66. During the course of a hard adventure tour, the tour operator provides:
- nothing; the participant must rough it alone
  - logistical support such as guides and interpreters
  - suggestions of where to seek support
  - both C and D
  - none of the above
67. These tours have some of the highest repeat rates because participants tend to be extremely dedicated and develop a strong sense of community with other tour participants:
- eco-tours
  - religious group tours
  - culinary tours
  - none of the above
68. Mature travellers especially enjoy:
- soft adventure tours
  - special interest tours
  - religious tours
  - all of the above
  - B and C only
69. Developing and operating tours for the physically challenged:
- should be avoided because of the lack of profit potential
  - require specialized knowledge and expertise
  - provide few rewards to the travel agent
  - both A and C
  - none of the above
70. Singles tours:
- provide activities for singles to meet and mingle with other singles
  - often have a theme or focus
  - are limited to participants under 30
  - both A and B
  - none of the above
71. Shopping tours:
- can be independent, but are frequently escorted
  - can be escorted, but are frequently independent
  - do not exist as a real niche in the tour marketplace
  - are a declining-growth portion of the tour marketplace
72. Rising consumer demand is driving the growth of:
- shopping tours
  - mature traveller tours
  - eco-tours
  - religious group tours
  - all of the above
  - B, C, and D only
73. Which of the following is a disadvantage of the special-interest travel market?
- special-interest tours have a longer planning cycle than most other tours
  - the majority of special-interest clients are experienced travellers
  - special-interest travel is destination-intensive
  - a considerable amount of special-interest travel is not seasonal
  - none of the above





74. Most special-interest tour participants stay at their designated destination for an extended period of time because:
- A. the tours are never short term
  - B. they want to maximize the depth and potential of their tour experience
  - C. it is cheaper per day to extend the length of these tours
  - D. none of the above
75. An advantage of special-interest tours is that the majority of the travel groups are:
- A. smaller than others, assuring a more manageable size and more intimate experience
  - B. focused on adventure tours, simplifying the options for everyone
  - C. non-discriminating and easy to please
  - D. all of the above
76. A client desires a water sports tour with scuba diving and snorkelling, among other water-related activities. A tour operator who is deathly afraid of water should:
- A. not plan this client's tour
  - B. try to persuade the client to purchase a tour more suited to the operator's likes
  - C. recommend another operator who can better service this client's needs
  - D. both A and C
  - E. none of the above
77. Assessing consumer demand for a special-interest tour is critical to avoid:
- A. marketplace failure
  - B. going out of business
  - C. legal action against you
  - D. both A and B
  - E. none of the above
78. Excellent and inexpensive sources of consumer information in terms of operational information and consumer demand are:
- A. your own special-interest tour participants
  - B. data from your own extensive market research
  - C. almost impossible to find
  - D. none of the above
79. Marketing a new product without the likelihood of significant financial loss can be accomplished through:
- A. surveys
  - B. on-line interviews
  - C. trial and error
  - D. all of the above
80. Tour research should begin once:
- A. a destination and special-interest focus have been selected
  - B. consumer demand has been assessed
  - C. transportation options have been accounted for
  - D. all of the above
81. An organized tour that is designed to appeal to travelers who share common interests and/or tour objectives, is called
- A. eco-tours
  - B. mature traveler tours
  - C. special-interest tours
  - D. specific-group tours
82. Travel and tourism operators have done extensive demographic and psychographic research
- A. that has resulted in developing tours that have created a loyal following of satisfied participants.
  - B. to discover patterns of travel and consumer behavior.
  - C. which has been beneficial both to tour operators and tour participants.
  - D. all the above.

83. The market for special interest tours in the travel and tourism industry has
- A. consumer demand.
  - B. product requirements.
  - C. low income families.
  - D. price point shopping.
84. Today's sophisticated tour travelers are seeking a travel product that is
- A. dynamic.
  - B. high quality.
  - C. designed around their needs.
  - D. all the above.
  - E. none of the above.
85. Which of the following is a broad category Adventure Tour?
- A. Sightseeing tours
  - B. Soft adventure tours
  - C. Mature adventure tours
  - D. Recreational adventure tours
86. Adventure tours in the travel and tourism industry include
- A. shopping as a major activity.
  - B. varied degrees of physical challenge and risk.
  - C. require little physical and emotional requirements.
  - D. all the above.
87. Culinary tourism is becoming increasingly popular, particularly in regions known for specialized fine cuisine. Culinary tours
- A. are limited to food only.
  - B. are conducted in conjunction with culinary schools and master chefs.
  - C. enable the tour participant an opportunity to work in the school or restaurant kitchen.
  - D. all the above.
  - E. only B and C.
88. Mature traveler tourism represents a significant opportunity for tour operators
- A. they are a submissive group.
  - B. many of them have significant personal resources and time.
  - C. many are unfamiliar with travel and thus less demanding.
  - D. it is doubtful this market will grow in size and sophistication.
89. Museum tourism in the travel and tourism industry offers special privileges in the form of:
- A. admission before and after normal museum hours.
  - B. entrance into private areas and galleries not open to the public
  - C. visits to artists' studios.
  - D. specialized education.
  - E. all the above.
90. Before attempting to develop or create a tour that caters to the physically challenged, you are strongly advised to
- A. learn about any laws or regulations regarding this topic.
  - B. understand the needs of the physically challenged.
  - C. understand how technology and travel can be more accessible to the traveler.
  - D. obtain specialized knowledge and expertise to secure a rewarding experience for the traveler and travel operator.
  - E. all the above.
91. Single tour participants
- A. pay a singles supplement, which increases the cost of accommodation substantially.
  - B. are limited to participants under the age of 30.
  - C. come from limited backgrounds.
  - D. all the above.





92. Which of the following is a true statement in the travel and tourism industry?
- A. Rising consumer demand is reducing the growth of special-interest tours.
  - B. Increasing consumer sophistication and lower costs of worldwide travel are driving the growth of the specialized tour market.
  - C. Hard adventure tours offer little physical challenge and danger to the participant.
  - D. There are very few special-interest tours to accommodate travelers.
93. Which of the following is an advantage in the special-interest travel market?
- A. The decision to take a tour may lie in the hands of the group leader rather than the traveler.
  - B. A high level of expertise and knowledge is required to plan and operate special-interest tours.
  - C. Special interest tours are almost always custom designed and require more planning.
  - D. A considerable amount of special-interest travel is not seasonal in nature.
94. Special-interest groups are
- A. easier to target and reach than other types of groups.
  - B. more expensive to communicate with than other groups.
  - C. difficult to locate.
  - D. not destination intensive.
95. Which of the following is an accurate statement?
- A. It is not necessary for the tour operator to have any comprehension or shared interest with the traveler in order to be successful.
  - B. The majority of special-interest groups are very large and difficult to manage.
  - C. Special-interest tours have a short planning cycle.
  - D. Most special-interest travel groups have above-average spending patterns and provide a higher yield to the travel professional.
  - E. None of the above is an accurate statement.
96. In developing a special-interest tour product, it is important to
- A. accurately assess the consumer demand for the particular product.
  - B. handle this process in an organized and methodical manner.
  - C. undertake extensive market research or make educated guesses, depending on your budget and the size of your organization.
  - D. all of the above.
97. Which of the following is not a true statement in the travel and tourism industry?
- A. Travel is no longer considered to be a luxury that is available only to the elite and wealthy, but rather as something to be enjoyed by people of all reasonable means.
  - B. Many experts predict that travel and tourism will become the world's largest industry by the year 2000.
  - C. Tour operators have ample resources and time to commit to extensive market research but rarely conduct market research or make educated guesses.
  - D. Market research begins once a destination and special-interest focus has been selected.
98. One of the oldest methods for testing consumer demand is to introduce a product in a limited way and see if consumer demand exists. This method is called:
- A. identifying trends
  - B. experimenting through trial and error
  - C. surveying
  - D. none of the above
99. A cost effective way of identifying trends in special-interest tours quickly is to:
- A. read trade publications
  - B. review travel magazines
  - C. keep abreast of current ideas through media information
  - D. all the above

100. Key sources of information which can be used for planning a special-interest tour include:
- A. tour brochures
  - B. travel industry publications
  - C. internet
  - D. maps and atlases
  - E. all the above
101. One resource particularly useful in obtaining demographic and statistical data and information on area resources and attractions that may be otherwise difficult to obtain is:
- A. maps and atlases
  - B. tourist bureaus
  - C. tour brochures
  - D. tour guidebooks
102. Which of the following is a step that is typically taken by tour developers and operators to a consumer demand for a proposed tour product?
- A. trial and error experimentation
  - B. tour participant surveys
  - C. analysis of tour products from other companies
  - D. all the above
103. The most appropriate first step in developing a special-interest tour production in the travel and tourism industry is:
- A. assess consumer demand for the tour.
  - B. develop a cost estimate for the tour.
  - C. plan the details of the tour.
  - D. plan the tour's itinerary.
104. Effective tour itinerary development in the travel and tourism industry
- ~~A. is a skill and an art.~~
  - B. can reduce client dissatisfaction and thus reduced sales.
  - C. can result in a successful tour.
  - D. all except A.
  - E. all the above.
105. Basic considerations should be made when developing all special-interest tours. These include:
- A. determining the needs and wants of the client.
  - B. determining the duration of the tour.
  - C. providing split itineraries.
  - D. all the above.
  - E. none of the above.
106. When anchoring your itinerary with dramatic destinations, events and attractions, it is especially important. Be especially mindful of those activities planned for
- A. the first and last day.
  - B. the highlight of the tour.
  - C. only the last day.
  - D. only the first day.
107. In the travel and tourism industry, scheduling transportation should
- A. be of little regard.
  - B. be given practical consideration as to time of departure.
  - C. should have balance between efficiency and aesthetics.
  - D. both B and C.





108. Tour participants are generally less stressed and better satisfied with an itinerary and routing course that:
- contains several hotel changes
  - minimizes hotel changes
  - avoids the "hub and spoke" approach to travel coordination
  - none of the above
109. In regard to scheduling tour activities, which of the following is true in the travel industry?
- Keep scheduled activities to a reasonable number, developing a balanced tour.
  - Plan a tour with little or no activities.
  - Schedule the tour packed full of activities.
  - A tour devoid of activities can be exhausting to the traveler.
110. Incorporating a variety of tour features into your special-interest tour:
- can create a bored and apathetic participant.
  - is usually not received in a positive manner by the participant.
  - is not appreciated by tour participants because participants typically want only to relax while on special interest tours.
  - can create a more successful tour of satisfied participants.
111. When planning tour activities, you should:
- never incorporate the participants into the activities.
  - allow the tour participants to view activities in order to reduce risk.
  - choose activities that will encourage your tour participants to get involved.
  - reduce the variety of activities planned.
112. When negotiating with airline suppliers to create your tour package:
- contact the supplier of your choice and negotiate what you want, thus avoiding loss of time in dealing with multiple suppliers.
  - always contact at least three airlines to get competitive bids.
  - do not waste time negotiating with airline suppliers; accept their published rates.
  - do not negotiate price with your preferred carrier based on a competitor's lowest fare.
113. Which of the following considerations should be made when deciding with which airline to negotiate your tour package?
- The financial stability of the airline.
  - The quality of customer service.
  - Pricing.
  - All the above.
  - Only B and C.
114. Which of the following compensations do airlines offer, over and beyond the standard commission, to a travel agency for booking high volume with them?
- Overrides
  - Commissionable rates
  - Non-commissionable rates
  - All the above
115. In exchange for an agreed number of tickets to be purchased, airlines will generally offer:
- several free tickets for the group
  - one free ticket with the group purchase
  - never offer free tickets
  - complimentary coupons for car rental services
116. You will be better served as the tour operator when dealing with hotel negotiations if you,
- begin negotiations 6 to 12 months in advance.
  - contact the hotel two weeks prior to the tour event.
  - make hotel accommodations 36 months in advance.
  - allow a separate agent to make all hotel arrangements and negotiations.

117. A negotiator who makes his needs and desires clearly known and understood in a diplomatic manner is termed as being:
- docile
  - aggressive
  - assertive
  - an unsuccessful negotiator
118. Which of the following is true in negotiating overnight accommodations with a hotel manager?
- Only express your need for a discounted rate after all other negotiations and are resolved.
  - A discount of 10% is the most you will receive.
  - Do not assume the initial quote is the best the sales manager can give.
  - Never personalize your requests and desires.
  - All the above.
119. Once you have agreed upon the terms of the negotiation with the hotel manager,
- it is not necessary to pursue any further action.
  - always get the agreed-upon terms in writing.
  - there is no need to have an alternative property or plan in mind.
  - none of the above.
120. When dealing with motor coach companies in the travel and tourism industry, you will typically encounter
- family businesses
  - bureaucratic organizations
  - large companies
  - None of the above
121. Motor coach companies typically quote:
- hourly rates
  - daily rates
  - annual rates
  - mileage rates
122. Which of the following groups tends to charge more for their services in the motor coach industry?
- smaller locally owned companies
  - larger nationally owned companies
  - all charge about the same
  - motor coach rates are governmentally regulated
123. When a motor coach tour originates in one city and ends in a different one, there is a charge for the driver's time and expense incurred in bringing the coach back to the origin.
- This service is typically not available.
  - This service is known as "deadheading."
  - This service is known as "one-way touring."
  - None of the above.
124. Which of the following can be negotiated in your cruise package?
- cabin amenities such as wine or fruit baskets
  - three cabins for a certain number of parties to the group
  - complimentary shore excursions for participants of the group
  - all the above
125. When negotiating cruise rates, the three areas of airline, hotel or shore excursion prices
- are generally not part of the package.
  - leave little room for negotiating better pricing.
  - may often be overpriced.
  - should never be re-negotiated.





purpose of the "Terms and Conditions" section is to spell out the legal obligations and rights of the Tour Company and the tour participants with respect to the booking and operation of the tour.

- A. This clause is among the most important aspects to discuss with your client.
  - B. This clause is merely a formality.
  - C. There is no need for the tour professional to be familiar with the section of the agreement.
  - D. This clause is standard and need not be reviewed for each tour plan.
127. In the "Terms and Conditions" section of the tour brochure, the section "Not Included" is important in establishing:
- A. what is and is not included in the tour
  - B. what is expected to be purchased separately by the tour participant
  - C. no surprises to the client, thus avoiding client dissatisfaction
  - D. all the above
  - E. none of the above
128. A Penalty Schedule is included in this section of the "Terms and Conditions" agreement.
- A. Reservations and payments
  - B. Cancellation Fees
  - C. Changes/Deviation Fees
  - D. Documents
129. Clients who are seriously mistreated or injured on a tour do not have legal remedies available to them if the tour operator clearly states that and provides a document containing "terms and conditions" of the tour to the client.
- A. This statement is true.
  - B. This statement is false.
  - C. This statement is true as long as the tour operator brought the terms and conditions to the attention of the client.
  - D. There is never legal remedy against the tour operator for actions by suppliers or independent contractors.

Module 3.4 Meetings, Incentives, Conferences and Exhibitions

Professionals are well positioned to provide various profitable services relating to:

- A. meetings and conferences
  - B. incentives
  - C. exhibitions
  - D. both A and B
131. The first approach in planning travel for group meetings and conferences is to provide you with a system for generating total customer satisfaction when planning, managing and servicing your client's meeting/conference needs. The term we use for this process is:
- A. Planning Model
  - B. Offers Model
  - C. Proposal Model
  - D. Workflow Model
132. The most effective method of coordinating action through the workflow model is:
- A. working with vague information
  - B. keeping the information limited
  - C. using specific requests
  - D. utilizing your own opinion and knowledge

133. During this phase, your clients will be measuring your ability to meet their conditions of satisfaction.
- A. Offers
  - B. Agreements
  - C. Proposals
  - D. All the above
  - E. Both A and C
134. Your ability to determine all of the client's conditions of satisfaction as early as possible determine:
- A. if you have a deal
  - B. if you are qualified to handle the client's needs
  - C. how much time you spend negotiating
  - D. the initial tone of your client/tour operator relationship
  - E. all the above
135. When planning travel for meetings, conferences and incentives, which of the following accurate choice regarding travel arrangements?
- A. It is best to have a formal agreement outlining the services you will provide and the compensation you will receive for these services.
  - B. It is important to have an agreement that describes only the clients' requests but should not include the services you provide.
  - C. It is not necessary to have a formal agreement in these situations because business travel arrangements are common and standard.
  - D. You should have a formal arrangement of services provided by you but never include information describing your compensation since it may change as the client's needs evolve.
136. The tour professional's role to ensure that the suppliers meet the needs of the client is to ensure that the tour professional provides the suppliers with the information needed to satisfy the client.
- A. Fiduciary
  - B. Intermediary
  - C. Representative
  - D. Planner
137. It is important to develop client relations, not only in a given travel experience, but also in continued future business. The travel professional should always:
- A. identify and rectify any unresolved issues or issues of concern for the client
  - B. use closed questions and avoid exploring the level of client satisfaction
  - C. avoid any additional contact with the client after delivery of service
  - D. avoid any written correspondence between the supplier and client
138. What action notes that the workflow cycle is complete for services regarding meetings, conferences, and incentives?
- A. When the supplier delivers the final service
  - B. When the tour professional performs the last requirement of service.
  - C. After travel is complete
  - D. When the customer says, "Thank you," in some way, form, or fashion
139. In order for the travel professional to be successful, he/she should be able to translate client needs into terms the suppliers are used to working with.
- A. This is a true statement.
  - B. It is the supplier's responsibility to communicate and understand the client.
  - C. It is the client's responsibility to make sure the supplier comprehends his/her needs.
  - D. The travel professional is only responsible for obtaining information from the client.
140. Which of the following is a term used to define a rate that excludes any mark-ups or commissions?
- A. overrides
  - B. trades
  - C. net or net rate
  - D. commissions





141. A medium sized meeting group in the business industry requesting travel for business is typically:
- 2 to 25 people
  - 26 to 100 people
  - 100 to 300 people
  - 100 to 500 people
142. From a profit point of view, which of the following services should a travel agent offer to arrange for meetings and conferences?
- air
  - ground transfers
  - entertainment
  - hotel accommodations
  - all the above
143. Site searches are most efficiently and effectively performed by
- phone, fax, or e-mail.
  - phone, visitation, confirmation.
  - visitation.
  - written correspondence.
144. Which of the following is not a consideration in selecting finalist suppliers for meetings and conferences?
- staff attitude
  - quality of facilities
  - price
  - location
  - all are considerations
145. 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?
- during room reservations
  - site search
  - site inspection
  - site calculation
146. Which of the following is most applicable when evaluating a site?
- Attempt to determine the quality of service of a supplier when visiting the location.
  - Quality of service is subjective and should be left up to the client.
  - Quality of service is of little importance; focus on accommodation space and location only.
  - The travel professional should never make an overall assessment about each supplier.
147. Most meetings and conferences in the travel and tourism industry use this process for making reservations:
- individual reservations
  - reservation cards
  - rooming lists
  - reservations lists
148. A host bar used for meetings and conferences held at hotels and resorts is:
- a cash bar where attendees pay for their own beverages
  - where beverages are paid for by the organizer
  - a location where information may be obtained about the area for entertainment
  - a location where express check-in and check-out are provided for the meeting attendees
149. One way of making sure that your client's conditions of satisfaction are exceeded:
- travel to the event site at the time of the meeting or conference
  - make sure a host bar is incorporated at the time of attendee arrival and departure
  - eliminate all negotiations between client and supplier
  - make sure that there are no hidden costs that are discovered after the event

150. In most incentive programs for the traveler, the money spent per person versus what the individuals would have spent on their own is:
- much higher
  - much lower
  - comparable
  - insignificant
151. Travel where participants have an experience that they could not have obtained on their own typically out of the ordinary is defined as:
- intention travel
  - successful incentive travel
  - unusual travel
  - corporate reward travel
152. When planning incentive travel for organizations, a travel professional must:
- avoid planning rare activities
  - be creative
  - keep within the client's budget
  - all the above
  - both B and C
153. As a travel professional, when you accept a request from a client, this signifies:
- that you have interest in possibly working with the client.
  - that you have made a promise or a commitment to the client.
  - you have completed the service satisfaction approach.
  - none of the above.
154. Which of the following is a benefit you receive as a travel professional handling incentive travel:
- increased revenue and profitability
  - diversified revenue
  - growth opportunity
  - all the above
155. In the travel and tourism industry, this term is used when participants are given a choice of number of restaurants where direct billing is set up:
- direct billing dining
  - incentive dining
  - corporate reward dining
  - dine-a-round
156. Exhibitions are usually handled by:
- companies that specialize in these types of events
  - any licensed travel agent who wants to handle them
  - the trade associations that sponsor them
  - all of the above
157. When planning a meeting, if your client does not give you a specific time or date to work with, you should:
- wait to take action until the client advises you of the time or date
  - make sure you ask the client when he or she wants the task completed
  - refuse to proceed with any work related to the meeting until a date is set
  - none of the above
158. To create strong agreements and loyal clients, you should:
- be as specific with your proposal as you want your client to be with his or her request
  - meet your customer's conditions of satisfaction
  - allow your clients to determine how the workflow will be managed
  - all of the above
  - A and B only



159. If a client asks you to find a charming hotel in London for a conference, you should:
- A. ask questions to determine what specifically the client means by "charming"
  - B. rely on your expertise and offer choices of charming hotels
  - C. contact all the charming hotels you know of and attempt to secure a good rate
  - D. both B and C
  - E. none of the above
160. All of the following questions will help you uncover client opinions EXCEPT:
- A. What are the names and locations of suppliers you used for your last three events?
  - B. What rates did you pay for your last supplier?
  - C. What did the hotels you used in the past do that met or exceeded your expectations?
  - D. What is the perfect hotel for your event?
  - E. none of the above
161. When your client accepts your proposal and you have agreed:
- A. you are committed to delivering your service as promised
  - B. your role as an intermediary starts
  - C. you still have time to renegotiate your involvement as a service provider
  - D. both A and B
  - E. both A and C
162. When negotiating yourself and your client, make sure your agreements are clear and concise and
- A. your activity will prove the completion of the service
  - B. your compensation will be
  - C. whether you are willing to transact business with this client again
  - D. all of the above
163. A small meeting group in the business world typically consists of \_\_\_\_\_ people.
- A. less than 30
  - B. up to 50
  - C. up to 100
  - D. no more than 10
164. The process by which you determine the number of venues in a given destination that meets your client's specifications is called:
- A. site selection
  - B. site inspection
  - C. site search
  - D. none of the above
165. All of the following are sources for obtaining information on types of suppliers available EXCEPT:
- A. the GDS
  - B. encyclopedias
  - C. the Internet
  - D. national travel organisations
  - E. none of the above
166. When contacting prospective suppliers and exploring availability and room rates that meet your client's needs, you should:
- A. keep the name of your client confidential
  - B. identify the client to aid in the discussion
  - C. ask them to quote either commissionable or non-commissionable rates
  - D. both B and C
  - E. none of the above

167. When a client asks you for your opinion of a prospective supplier, you should:
- A. be specific and explain your opinion
  - B. tell the client that your opinion is not relevant at this stage
  - C. be vague to avoid future liability if the supplier does not work out
  - D. both B and C
168. During a site inspection, you:
- A. should take pictures and video to have a record of the visit
  - B. can send your client alone if you have too much to do
  - C. should decide what the most important aspects of the meeting are and inspect only those
  - D. all of the above
  - E. A and C only
169. When determining the number of rooms to be blocked per night for a conference at a hotel, you should:
- A. block the same number of rooms for each night of the conference
  - B. reserve extra rooms to ensure that you have enough rooms in the event of a large turnout
  - C. reserve extra rooms to negotiate a better rate
  - D. both B and C
  - E. none of the above
170. Changes to rooming lists:
- A. are accompanied by a surcharge
  - B. should be acknowledged in writing by the hotel
  - C. should be avoided to prevent possible cancellation of the event
  - D. all of the above
171. The travel agent should confirm with the hotel all of the following EXCEPT:
- A. protocol required for VIP guests
  - B. settlement procedures
  - C. itinerary and daily program
  - D. room allocation and rooming list
  - E. none of the above
172. A cash bar is where:
- A. the organizer pays for all beverages
  - B. attendees pay for their own beverages
  - C. house brands only are served
  - D. premium and house brands are served
  - E. both A and D
173. A corkage fee is sometimes charged when:
- A. the hotel must store extra wine for the event
  - B. clients bring in their own wine and liquor to the venue
  - C. many bottles of corked beverages must be opened on a single occasion
  - D. none of the above
174. When selling an incentive programme to a company, the actual travel component of the program is of secondary importance to the client.
- A. true
  - B. false
175. In the business of incentives, travel agents are in competition with:
- A. other travel agents
  - B. television suppliers
  - C. automobile dealers
  - D. all of the above
  - E. A and C only





176. Gifts provided by the incentive house or travel supplier to programme participants are called:
- A. advertising specialities
  - B. amenities
  - C. freebies
  - D. points
177. This refers to participants' purchasing with cash a portion of the travel award if they have not qualified for the award solely on the basis of their performance:
- A. buy-in
  - B. plateau
  - C. tiered purchase
  - D. add-on
178. A full-service provider of all incentive services is called a(n):
- A. destination management company
  - B. incentive house
  - C. incentive travel company
  - D. none of the above
179. A program where the award is earned when participants reach a certain level of performance is called a \_\_\_\_\_ program.
- A. plateau
  - B. point
  - C. qualifying
  - D. tiered
180. 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
181. For conference rooms, movable barriers, sometimes called dividers, that partition a large area into smaller areas are called:
- A. easels
  - B. air walls
  - C. hollows
  - D. dividends
182. Small group sessions, within a general meeting, formed to discuss specific subjects that can be scheduled one after the other, are called \_\_\_\_\_ sessions.
- A. concurrent
  - B. break-out
  - C. separate
  - D. conference
183. This includes detailed instructions compiled by the supplier for a particular event; it will list all the required details:
- A. flip sheet
  - B. function sheet
  - C. master sheet
  - D. pre-con
184. The invoice that details the authorised charges incurred in a facility/venue is called a:
- A. function sheet
  - B. net
  - C. master account
  - D. none of the above

185. If a meeting room requires tables and seats for more than 20 people, this set-up will work
- A. classroom style
  - B. conference style
  - C. hollow square style
  - D. both A and C
  - E. none of the above
186. A checklist for site selection and/or inspection needs to include information about:
- A. location
  - B. past history
  - C. venue staff
  - D. accommodations
  - E. all of the above
187. Food service where the waiter serves each food item: from platter to individual is called \_\_\_\_\_ service.
- A. American
  - B. French
  - C. English
  - D. none of the above
188. A refreshment break where nutritious foods and beverages are served, occasionally include form of exercise is called a (n) \_\_\_\_\_ break.
- A. lavalier
  - B. refresh
  - C. buffet
  - D. energy
189. Rows of chairs or tables slanted in a V-shape facing a front table, stage,
- A. herringbone set-up
  - B. V-shape set-up
  - C. chevron
  - D. all of the above
  - E. A and B only
190. A run-of-the-house rate is the same as a \_\_\_\_\_ rate, where one rate is set for each room guest room block.
- A. block
  - B. fixed
  - C. standard
  - D. flat
191. When making food and beverage arrangements, all of the following should be considered
- A. How many attendees are vegetarians?
  - B. How many attendees follow religious dietary laws?
  - C. How long will coffee breaks last?
  - D. What is the nationality mix of the group?
  - E. none of the above
192. In the travel and tourism industry, submitting and resubmitting proposals to your client:
- A. is all part of negotiating with your client
  - B. should follow obtaining a specific request
  - C. is part of soliciting meeting business
  - D. all the above
  - E. both A and C



193. Most customer's conditions of satisfaction regarding choices for travel are:
- A. factual
  - B. conditional
  - C. opinions
  - D. technical
194. The site search, selection and inspection process of planning meetings and conferences is:
- A. extremely time consuming
  - B. simple and easy to resolve
  - C. unlikely to be an issue in planning meetings and conferences
  - D. performed by the client
  - E. none of the above
195. When a client has selected the final venue for the meeting or conference, the travel professional:
- A. requests compensation from the client
  - B. has performed completion of service
  - C. notifies the suppliers in writing they are no longer under consideration and inform finalist suppliers they need to submit contractual proposals
  - D. all the above
196. During a site visit, if the supplier wants to host a meal for you:
- A. refuse, as this adds to the consumption of valuable time
  - B. accept, because your clients will expect you to have tested all facilities at the venue
  - C. accept, but ask to have a meal like meeting participants would have, and limit the time
  - D. none of the above
197. When making reservations for a meeting or conference,
- A. the hotel or resort is taking rooms out of inventory and holding them for the client.
  - B. the hotel or resort will typically only make individual reservations.
  - C. the hotel holds the rooms based on a commitment to utilize all rooms blocked for the client.
  - D. all the above.
  - E. only A and C.
198. For attendees calling in their own reservations for meetings and conferences, the hotel will often hold the room block until:
- A. 10 days prior to the main arrival date
  - B. 30 days prior to the main arrival date
  - C. 60 days prior to the main arrival date
  - D. until arrival
199. Organizations use this type of travel as a reward for exceptional performance or as a motivational tool for their employees:
- A. Incentive
  - B. Business
  - C. Motivational
  - D. Adventure
200. A charge placed on beer, liquor, and wine brought into the meeting facility but not elsewhere is:
- A. corkage charge
  - B. duty tax
  - C. corkage
  - D. blue law taxation

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