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PAPER 2

MANAGEMENT COURSE EXAMINATION

PAPER 2 – GENERAL KNOWLEDGE

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PAGE 2 OF THE PRESENT DOCUMENT

Number of questions: 200
Number of pages printed: 30
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Module 3.1 Managerial Skills 1

- The main functions of a manager do NOT include:
 - A. planning } functions of a manager
 - B. organising }
 - C. leading }
 - D. ticketing
 - E. all of the above
- Supervisory levels of activity are often called:
 - A. strategic } manager
 - B. tactical }
 - C. day-to-day } supervisor
 - D. operational }
 - E. both A and B
 - F. both C and D
- These people spend more time leading and motivating their work group and less time planning and organising:
 - A. managers
 - B. supervisors
 - C. strategisers
 - D. none of the above
- People-related responsibilities do NOT include:
 - A. making sure new travel restrictions are communicated to all staff *task related*
 - 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
- Being able to take a broad view of issues and problems is a _____ skill.
 - A. interpersonal
 - B. technical
 - C. critical
 - D. conceptual
- A clear statement of something you are trying to achieve is called a(n):
 - A. objective
 - B. mission
 - C. intention
 - D. none of the above
- The S in the SMART technique for setting clear objectives stands for:
 - A. specific
 - B. setting
 - C. standards
 - D. solid
- The A in the SMART technique for setting clear objectives stands for:
 - A. agreed
 - B. actualized
 - C. authored
 - D. accurate
- The R in the SMART technique for setting clear objectives stands for:
 - A. recommended
 - B. regulatory
 - C. relaxed
 - D. realistic

SMART
S - Specific
M - Measurable
A - Agreed
R - Realistic
T - Time

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. Being able to map and analyse your work processes brings benefits to:
- A. you the travel agent
 - B. your customers
 - C. your competitors
 - D. both A and B
 - E. all of the above
13. A series of activities that turns inputs into outputs is called a:
- A. process
 - B. conformance
 - C. flow chart
 - D. supply route
14. The channel in communication is sometimes called the:
- A. sender
 - B. receiver
 - C. matrix
 - D. medium
15. Physical distractions while holding a meeting, such as a loud radio playing, are called:
- A. interference ✓
 - B. feedback ✗
 - C. noise ✓
 - D. output
 - E. both A and C
 - F. none of the above ✗
16. Aggressive communicators:
- A. recognise other people's feelings while getting their own point of view across
 - B. want their own way without considering other people's feelings
 - C. consider other people's feelings only, and not their own
 - D. none of the above
17. 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
18. These questions paraphrase what the speaker is saying in the form of a question:
- A. open
 - B. closed
 - C. reflective
 - D. Rogerian

19. 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

20. 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

21. Feedback closes the performance gap by:

- A. making staff feel more confident about what they can do
- B. making staff feel less worried about what they have to do
- C. both A and B
- D. none of the above

22. Badly given feedback tends to:

- A. be ignored
- B. widen the performance gap
- C. close the performance gap
- D. both A and C
- E. none of the above

*23. When giving feedback, it is sometimes necessary to tell your subordinates that:

- A. they will become competent in time even when they are making mistakes
- B. they will never be any good as travel agents so they can seek other work X
- C. they have a limited amount of time to stop making mistakes X
- D. both B and C X
- E. none of the above X

24. Feedback should:

- A. be general rather than specific X
- 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

25. Extrinsic factors:

- A. are unimportant most of the time ✓
- B. are important when they are bad ✓
- C. can cause de-motivation when they are not adequate
- D. both B and C
- E. none of the above

*26. When intrinsic and extrinsic motivational needs are met, this is the result:

- A. equilibrium
- B. satisfaction *
- C. motivation
- D. cooperation

27. 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

28. 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
- * 29. Modern research has demonstrated that:
- A. you can maximise both productivity and employee satisfaction at the same time
 - B. you cannot maximise both productivity and employee satisfaction at the same time
 - C. productivity and employee satisfaction are in conflict with each other
 - D. employee satisfaction is more important than productivity
 - E. both A and C
 - F. both B and D
- * 30. 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
31. Effective teams have:
- A. good leadership
 - B. clear goals in mind
 - C. good communication skills
 - D. all of the above
 - E. A and C only
32. Input from team members should:
- A. always be sought out ✓
 - B. only be asked for when a problem arises ✗
 - C. be appreciated and acknowledged ✓
 - D. both A and C
 - E. none of the above
- * 33. 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
- * 34. The old form of supervisor role was:
- A. very informal
 - B. very laid back
 - C. insignificant
 - D. composed of directing and inspecting
35. Another term for today's supervisory role is:
- A. group organiser
 - B. team leader
 - C. director
 - D. technical assistant
- * 36. Working with your staff to achieve results rather than just overseeing everything they do is the role of:
- A. the traditional supervisor
 - B. the modern supervisor
 - C. the team leader
 - D. both B and C

37. 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. 4
 - C. Managers are usually involved at the strategic or tactical level.
 - D. Supervisors usually spend more time planning and organising. X
 - E. None of the above is correct. X
38. 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
39. Supervisory responsibilities fall into the category of:
- A. information setting
 - B. setting goals
 - C. setting standards
 - D. both B and C
40. A primary goal of today's supervisor should be aimed at creating conditions where the staff can:
- A. develop technical expertise X
 - B. work primarily as individuals X
 - C. serve the organisation with limited resources X
 - D. give of their best and work as a team
41. 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
42. Using the SMART technique of setting team objectives to achieve team goals, the M stands for:
- A. measurable
 - B. minute
 - C. manpower
 - D. motivation
43. If staff members regularly do not reach their targets, they will become:
- A. motivated
 - B. de-motivated
 - C. uninterested
 - D. challenged
 - E. none of the above
44. Using the SMART technique in the travel and tourism industry will ensure your _____ have the best chance of success.
- A. team members
 - B. tasks
 - C. operations
 - D. objectives
45. 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 X
 - C. determining where gaps are in performance ✓
 - D. Both A and B
 - E. Both A and C

46. A technique used for identifying the different activities that make up larger pieces of work can be referred to as:
- A. process screening
 - B. process mapping
 - C. evaluation mapping
 - D. activity screening
 - E. both B and C
47. Cost can be reduced in managing your processes by:
- A. removing unnecessary steps in the process
 - B. adding steps to deliver better service
 - C. changing steps to deliver better service.
 - D. all the above
 - E. none of the above
48. The extent to which outputs meet the customer's requirements is termed:
- A. a process
 - B. conformance
 - C. non-conformance
 - D. requirements
49. 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.
50. Elements of communication in the travel and tourism industry include:
- A. Feedback
 - B. Message
 - C. Sender
 - D. Time
 - E. All the above
51. 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
52. As a supervisor in the travel industry, good communication skills should include:
- A. actively listening
 - B. passively listening
 - C. being vague about your message
 - D. both A and C
 - E. both B and C
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 evaluate 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. Paying strict attention to all speakers, asking appropriate questions for clarity and checking understanding of what you have heard is:
- A. an active listening skill
 - B. a passive listening skill
 - C. an aggressive communication skill
 - D. both A and C
56. 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
57. When communicating in writing, the supervisor should:
- A. create lengthy detailed sentences in order to provide better explanations
 - B. develop clear, concise, simple writing
 - C. develop paragraphs leading the reader into the thought rather than simply getting to the point
 - D. use high-level language to illustrate professionalism
58. A supervisor should use which of the following when teaching a new skill to staff?
- A. write the job description
 - B. check certification
 - C. demonstrate the operation
 - D. practice the operation
 - E. both C and D
59. Many benefits of training are lost if people are unable to put what they learned in training into practice soon after their return to work. During this application of the new material it is critical that the supervisor contributes:
- A. criticism
 - B. support
 - C. additional training of his/her own
 - D. all the above
60. One reason the skill of creating working relationships and encouraging staff to take on new responsibilities in today's travel workplace is that
- A. Staff members require more attention and training than in previous years.
 - B. the number of skills and amount of knowledge required for today's jobs is constantly changing and increasing.
 - C. the supervisor is trying to eliminate having to participate in the workspace.
 - D. None of the above.
61. 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
 - C. give the feedback before the person seems ready to accept it
 - D. cover all the issues at hand
62. A practical model used in giving feedback in practice in the travel industry is called the:
- A. active listening model
 - B. managing performance model
 - C. behaviour model
 - D. BeCA model
 - E. None of the above
63. 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

64. Which factor is more important to supervisors and staff in regards to motivation and job satisfaction?
- A. intrinsic factors
 - B. extrinsic factors *-bad*
 - C. increased salary
 - D. exquisite factors
65. The most appropriate style for handling conflict issues requiring that the supervisor be both assertive and cooperative to find a mutually satisfying solution is:
- A. collaborate conflict handling
 - B. compete conflict handling
 - C. accommodate conflict handling
 - D. avoid conflict handling
66. When a manager is dealing with trivial conflicts that could be confrontational, or where time is needed to reflect or gather information, the best conflict-handling style is:
- A. compromise *x*
 - B. compete *x*
 - C. accommodate *v*
 - D. avoid
67. When a conflict exists among staff members that might interfere with team morale or performance, action must be taken by the supervisor to resolve the conflict. It is important to encourage compromising and collaboration between the individuals as well as:
- A. disregarding the tone of the situation
 - B. discouraging focus on feelings and emotions
 - C. planning for formal or informal follow-up
 - D. both A and B
68. The effectiveness of teams in the travel and tourism industry can be considered in the context of
- A. goals.
 - B. roles.
 - C. processes.
 - D. relationships.
 - E. All the above.
69. In developing an effective team in your organisation it is important to incorporate:
- A. mostly analytical types
 - B. mostly action-oriented types
 - C. few administrative types
 - D. a balanced blend of the appropriate mix of individuals
70. Implementing *what* in the workplace turns a group of individuals into an effective group of individuals, motivated to put in extra effort?
- A. discipline
 - B. team spirit
 - C. praise
 - D. Feedback.
 - E. All except A

Module 3.5 Administration and Accounting

71. 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

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72. General business documents should be kept in a(n) _____ filing system.
- A. alphabetical
 - B. subject
 - C. geographical
 - D. numerical
 - E. chronological
73. Brochures and country information should be kept in a(n) _____ filing system.
- A. alphabetical
 - B. subject
 - C. geographical
 - D. numerical
 - E. chronological
74. To establish a workable filing system, the manager need NOT consider the:
- A. agency size and layout
 - B. number of employees
 - C. travel services sold
 - D. volume of business
 - E. none of the above
- * 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. At least one month's supply of unissued reserve stock of travel documents should be kept on the premises to avoid a shortage should demand increase.
- A. True
 - B. False
77. Amounts owed by a person to someone else are called:
- A. delinquencies
 - B. liabilities
 - C. accounts receivable
 - D. none of the above
78. 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
 - C. the trial balance is accurate
 - D. none of the above
79. If the petty cash account of an agency is maintained at \$250 and expenditures from the account total \$15 over the course of a period, at the end of the period:
- A. the new float will become \$235
 - B. \$15 should be added back to replenish the float
 - C. nothing happens until the account is depleted to \$0
 - D. none of the above
80. 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
 - C. strict
 - D. non-discriminating
 - E. none of the above

81. Credit terms must be strictly enforced by the travel agency, even for commercial accounts.

- A. True
- B. False

82. 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

83. To avoid incurring service costs, such as telephone charges, on behalf of clients, you should:

- A. require all clients to pay any service charges involved directly to the suppliers
- B. establish a clear policy as to when you will charge for such services
- C. recover such costs from the client whenever possible, without offending regular and valued clients
- D. both B and C
- E. none of the above

84. Which of the following is an asset on the balance sheet?

- A. cash in the agency's bank account
- B. stock owned by the agency
- C. balances due from customers
- D. all of the above
- E. none of the above

85. On the balance sheet, owner's equity is the total of assets less liabilities.

- A. True
- B. False

86. 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

87. What system plays a vital role in ensuring the efficiency and effectiveness of the agency's operations within an already chaotic business environment?

- A. risk management
- B. administration system
- C. executive overview system
- D. operations approach system

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 most popular form of manual client file found in the travel industry is:

- A. the tracking system
- B. standardised accounting and travel system
- C. the card system
- D. none of the above

90. For commercial accounts in the travel and tourism industry, it is a good idea to send individual tickets along with the invoice to ensure:
- A. prompt payment of the amount invoiced
 - B. that no fraudulent claims will be presented
 - C. to avoid supplier returning the invoice
 - D. the accountant is checking all systems
91. 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
92. In order for a filing system in the travel industry to be truly effective, it must:
- A. be stringently followed by the accountant
 - B. be strictly adhered to by all employees ✓
 - C. be followed only by supervisors and managers
 - D. maintained quarterly
 - E. Both A and C
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. No monetary value can be placed on stock of passenger tickets, miscellaneous charge orders, multipurpose documents and exchange vouchers by the travel agent until
- A. Shipped.
 - B. received.
 - C. issued.
 - D. stolen.
 - E. all the above.
96. In the travel and tourism industry, random audit checks must be undertaken of the stocks of travel documents to prevent:
- A. fraudulent activity
 - B. loss and misuse
 - C. mistakes in accounting
 - D. all the above
97. 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.

98. 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
99. Which of the following is considered a book of accounts in the travel industry?
- A. cash flow statement
 - B. operating budget
 - C. petty cash
 - D. ledger accounts
 - E. Both C and D
100. What is the proper term for a monetary plan outlining expected revenues and expenditures over a time frame of typically one year?
- A. Journal
 - B. Cash flow statement
 - C. Operating budget
 - D. Balance sheet
 - E. Both A and D
- petty cash.
- the ledger accounts
- cash book.
- journal.*
101. Which book of accounts or financial statement is put to work regularly as a standard by which to measure actual performance so that early indication of problems can be obtained and remedial action take place to avert any negative effects on profitability?
- A. Journal
 - B. Cash flow statement
 - C. Balance Sheet
 - D. Operating budget
 - E. None of the above
102. The process of transferring journal and cash-book entries to the ledger accounts regularly in the travel and tourism industry is know as:
- A. floating
 - B. posting
 - C. tracking and comparing
 - D. summarising
103. An agency no-credit policy to avoid cash flow problems would be unacceptable for which of the following accounts:
- A. retail accounts
 - B. commercial accounts
 - C. employee accounts
 - D. all the above
104. Which aspect is essential for the travel agent to keep in mind when negotiating credit terms with commercial accounts?
- A. Balance sheet results
 - B. Monthly performance
 - C. Quarterly income
 - D. Suppliers' billing cycles
105. Commercial clients should be encouraged by the travel agent to utilise this method of payment for services rendered:
- A. cash
 - B. company credit cards
 - C. direct supplier-client terms
 - D. 45 day net terms
 - E. all the above

Module 3.6 Marketing 1

106. 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
107. Marketing and selling mean the same thing.
- A. True
 - B. False
108. The marketing process begins:
- A. when a product is available for sale
 - B. after a product has been tested on a sample population
 - C. before a product is available for sale
 - D. none of the above
109. 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
110. 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
111. 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
112. A "want" is a need after it has been influenced by culture.
- A. True
 - B. False
113. Which of the following is NOT a key step of the marketing process?
- A. Financial compilation
 - B. SWOT analysis
 - C. Selecting target markets
 - D. The marketing mix
114. 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
115. 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

116. 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
117. 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
118. Currency fluctuations, economic growth, and trade are _____ factors.
- A. macro-economic
 - B. micro-economic
 - C. business
 - D. infrastructure
119. Changes in discretionary income and availability of credit are _____ factors.
- A. macro-economic
 - B. micro-economic
 - C. business
 - D. infrastructure
120. The availability and penetration of the Internet are examples of _____ factors.
- A. macro-economic
 - B. micro-economic
 - C. business
 - D. infrastructure
121. Trends in corporate contacts and travel policies are examples of _____ factors.
- A. macro-economic
 - B. micro-economic
 - C. business
 - D. infrastructure
122. 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
123. Which of the following is NOT a benefit of market segmentation?
- A. It enables the travel agent to brush aside competitors.
 - B. It improves the travel agent's understanding of customer needs and wants.
 - C. It allows the travel agent to discover business opportunities in underserved markets.
 - D. none of the above
124. According to a SWOT analysis, a national airline's move toward direct consumer sales would be a(n)
- A. strength
 - B. weakness
 - C. opportunity
 - D. threat

125. This target marketing approach targets just one or a very few segments:
- A. differentiated segmentation
 - B. undifferentiated segmentation
 - C. specialized segmentation
 - D. uni-dimensional segmentation
126. 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. specialized segmentation
 - D. uni-dimensional segmentation
127. To achieve a 10 percent reduction in overhead is an example of a(n):
- A. goal
 - B. objective
 - C. target
 - D. none of the above
128. Unlike objectives, goals are very specific and measurable.
- A. True
 - B. False
129. Demand is considered _____ when demand does not vary with changes in price.
- A. elastic
 - B. inelastic
 - C. fluctuating
 - D. stable
130. Unlike leisure segments, demand in the business traveller segment of the travel marketplace historically has been:
- A. elastic
 - B. inelastic
 - C. fluctuating
 - D. stable
131. 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
132. The following is NOT an example of advertising media:
- A. radio
 - B. billboards
 - C. key chains
 - D. e-mail
 - E. none of the above
133. Cooperative advertising:
- A. is quite common in the travel industry
 - B. helps cover the cost of an agency's travel programme
 - 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
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134. An advantage of public relations is:
- A. you control the final message
 - B. it is cost-effective
 - C. it is more credible than advertising
 - D. all of the above
 - E. B and C only
 - F. none of the above
135. While one of the most expensive promotional tools, _____ is unique in its ability to tailor the promotional message to the specific customer, as well as actually close the sale.
- A. personal selling
 - B. advertising
 - C. public relations
 - D. sales promotion
136. 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
137. Making the right product or service available at the right price and the right time in a manner that meets the objectives of the firm is known as:
- A. management
 - B. marketing
 - C. accounting
 - D. macro-economics
 - E. none of the above
138. 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
139. Marketing begins with what task before proceeding to development, distribution and pricing of a product?
- A. research
 - B. planning
 - C. designing
 - D. creating
 - E. none of the above
140. In the early 1800's, when there were few suppliers of goods and services, and demand largely kept pace with supply, firms were:
- A. Supply-oriented
 - B. Trend-oriented
 - C. Customer-oriented
 - D. Production-oriented
141. In the travel and tourism industry, which of the following is a type of market research?
- A. SWOT
 - B. qualitative
 - C. quantitative
 - D. Environmental analysis and scanning
 - E. both B and C

142. 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
143. The process of the marketer understanding and assessing the marketing environment in which he does business is called:
- A. segmentation
 - B. grouping and organising
 - C. marketing mix
 - D. environmental scanning
144. ^{part of marketing} The process of deciding which market segments to focus resources in order to maximise revenue and profits includes three different approaches: undifferentiated segmentation, differentiated segmentation, and specialised segmentation. This process of selection is known as:
- A. market segmentation
 - B. environmental analysis and scanning
 - C. target marketing
 - D. strategic planning
145. 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
146. USP is used in competitive market environments where the marketer must identify or create differentiating product-services that meet the customers' needs in a unique and valuable way. USP stands for:
- A. United Servicing Process
 - B. Unique Selling Proposition
 - C. Undifferentiated Selection Performance
 - D. Unique Selection Process
147. In the travel and tourism industry, the four P's of marketing, or the marketing programme or marketing mix includes:
- A. performance
 - B. promotion
 - C. price
 - D. both A and B
 - E. both B and C
- P
P
Promotion
Price*
148. 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
149. The rate at which demand changes when price changes is known as:
- A. demand elasticity
 - B. inelastic demand
 - C. purchase behaviour
 - D. relativity response
- not sure*

150. 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
151. 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
152. Direct marketing approaches include:
- A. telephone selling
 - B. direct mail
 - C. Internet
 - D. all the above
153. 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
154. 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
155. 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
156. Sales activities that are usually short-term and designed to both stimulate awareness and induce customer into buying from the travel agent are classified as:
- A. personal selling
 - B. direct marketing
 - C. sales promotion
 - D. promotional campaign
157. 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
158. 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

159. 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%
- pg 35??*

160. 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
 - C. distribution channels
 - D. technical support for the supplier

Module 3.7 Technology 2

161. The long-term future of travel agents is ensured in the age of the Internet:
- A. by exceeding customer expectations
 - B. with service excellence
 - C. with increased government regulation
 - D. all of the above
 - E. A and B only

162. 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

163. 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
 - C. while commuting to and from work
 - D. none of the above

164. Special printers are required to print out these tickets:
- A. OPTATs
 - B. ATBs
 - C. BSPs
 - D. APNs

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. It is estimated that over _____ percent of domestic tickets in the United States of America are now E-tickets.
- A. 10
 - B. 25
 - C. 50
 - D. 75

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. ETAs eliminate airlines being fined for non-compliance with visa entry requirements for passengers.

- A. True
- B. False

169. 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

170. E-mail groups that provide a forum for Internet users with common interests are called:

- A. mailing lists
- B. virtual groups
- C. Web lists
- D. none of the above

171. 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

172. 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

173. 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

174. A GDS does not allow queues to be processed by different consultants at different times of the day.

- A. True
- B. False

175. 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

176. All three ledgers—sales, purchase, and general—are functions of the back office system.

- A. True
- B. False

177. 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
178. Clicking on this icon on your computer allows you to move between programmes with ease:
- A. maximise
 - B. minimise
 - C. recycle
 - D. documents
179. 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
180. A proprietary operating system that serves as the base software on which a wide variety of programmes can operate is:
- A. Windows
 - B. PowerPoint
 - C. Excel
 - D. none of the above
181. In the travel industry, the Internet and the proliferation of computers has created a:
- A. limited marketplace
 - B. 24-hour marketplace without borders
 - C. chaotic and unorganised world of confusion for the supplier and consumer
 - D. all the above
182. 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. Computerized Reservation Systems
 - B. Travelocity
 - C. Internet
 - D. SWOT
183. 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
184. By monitoring and measuring progress, a firm is able to understand where and what types of _____, if any, need to be taken once the marketing plan implementation has begun.
- A. corrective actions
 - B. objectives
 - C. planning procedures
 - D. none of the above
185. Which of the following is a reason why the Internet is gaining in popularity and use?
- A. speed of getting products to clients ✓
 - B. convenience to consumers ✓
 - C. an inexpensive way to distribute services ✓
 - D. an efficient way for customers to access information ✓
 - E. all the above

186. A benefit of Electronic Travel Authorities includes which of the following?
A. It eliminates airlines being fined for non-compliance with visa entry requirements for passengers ✓
B. It allows quicker more efficient service for passengers at customs. ✓
C. It eliminates time delays for obtaining visas. ✓
D. All the above.
187. Technology surfaces as the "enabler" that allows tourism businesses to:
A. gather information ✓
B. manage information ✓
C. distribute information ✓
D. communicate information. ✓
E. All the above
188. A collection of data related to a particular topic is known as:
A. software
B. a computer
C. a database ✓
D. hypertext links
189. 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.
190. Traditionally, the distribution channels for travel products in the travel industry involved the use of:
A. intermediaries ✓
B. interrogatories
C. technology
D. all the above
191. 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 ✓
192. Which of the following is considered a corporate network in the distribution system of the travel industry?
A. the GDS ✓
B. the Internet
C. the Intranet
D. the intermediary
E. all the above
193. Improved navigation and layout as well as increased quality and clarity of photographs and graphics are achieved through the use of:
A. digital television
B. e-mail
C. CD-ROM's
D. OPTAT ✓
194. Automated tickets supplied in continuous paper stock for use in computer impact printers are known as:
A. OPTATs
B. ATBs
C. SWOTs ✓
D. GDSs

195. Electronic ticketing eliminates the need for:
- A. GDS
 - B. BSP
 - C. Paper tickets
 - D. Both B and C
196. ETA's are electronically issued visas. ETA is an acronym for:
- A. Electronic Travel Agent
 - B. Electronic Travel Authority
 - C. Efficient Travel Advantages
 - D. None of the above
197. In order to ensure the long-term sustainability of the travel agent, technology can assist with the travel authority in becoming a:
- A. knowledge broker
 - B. GDS
 - C. market planner
 - D. programme analyst
198. A unique address on the WWW is known as a URL, an acronym which stands for:
- A. United Rectifying Line
 - B. Unique Righting Label
 - C. Universal Readable Location
 - D. Universal Resource Locator
199. The flow of information through a travel agency in terms of information technology can be divided into:
- A. servicing and accounting
 - B. front office and back office
 - C. retail and supplier
 - D. cash and credit
 - E. both A and B
200. Information gathering, reservations, and ticketing are functions of which part of a travel agency?
- A. servicing
 - B. front office
 - C. back office
 - D. supplier
 - E. both A and B

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