GCC HS255-01 AIRLINE MANAGEMENT QUIZ NO.1 NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 02OCT18

SOURCE: TACT RULES: GU – TEXT: CHAP 1 & 2 THROUGH PAGE 22 - Current Events: Post News

CHOOSE: T = True F = False N/A = Not Applicable Fill in Blanks

1. GU Customs is open 24 HRS/Day, seven days a week, holidays. T F
2. Legacy & Low-Cost Carriers are one & the same T F N/A
3. Compliance with ISPM15 are rules governing ticket purchase. T F
4. Importation of Feral Animals may enter GU with or without permit. T F
5. New or cleansed pet containers may be used to enter GU. T F
6. Phytosanitary permits are obtained from GU Agriculture. T F N/A
7. The successful airline anticipates\_\_\_\_\_\_\_\_\_ & are \_\_\_\_\_\_\_\_ for it.
8. Marketing mix is a distinction between \_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_ concepts.
9. There are seven interlinked stages of the ‘4Ps’ model of Marketing. T F
10. Consumers & Customers of the traveling public are interchangeable. T F
11. Marketing involves clear cut opportunities for both consumers & business T F
12. Reluctant customers through high pressure selling will generally make the sell. T F
13. Name the principles of marketing \_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_
14. The frequent movement of small package & documents has been replaced by what? \_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_
15. How many Pax \_\_\_\_\_\_ have been recorded as missing per Air Niugini despite all Pax were or were not accounted for after the plane crashed. Post news reporting

/s/Dan Owen