

FINAL EXAMINATION

INSTRUCTOR: Tes Reyes-Burrier

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SCORE: ____/60

ANS: F newspaper, radio, and television station and concentrate upon it.

Write T for true OR F for false

____1. The hospitality and travel marketing environment consist of both marketing environment and marketing strategy factors.

ANS: T

____2. Marketing is now less important to the hospitality and travel industry than ever before.

ANS: F

____3. The efforts of everyone in an organization are required for the most effective marketing.

ANS: T

____4. The hospitality and travel marketing system can be used by all sizes of hospitality and travel organizations.

ANS: T

____5. The customer mix concept is important because the actions or behavior of individual customers can affect the satisfaction of other customers.

ANS: T

____6. One of the requirements of relationship marketing is that the company recognizes the lifetime value of individual customers.

ANS: T

____7. Partnerships decrease the organization's ability to tap into customer databases.

ANS: F

____8. One of the key steps in developing good relations with the media is to choose one newspaper, radio,

and television station and concentrate upon it.

ANS: F

____9. When two hospitality and travel organizations develop a joint Web site, this is an example of a digital alliance.

ANS: T

____10. A marketing plan should contain an executive summary describing its major highlights.

ANS: T

____11. The steps involved in preparing a written marketing plan follow exactly the same sequence as in the

hospitality and travel marketing system.

ANS: T

____12. The marketing plan rationale includes the control and evaluation procedures to be used.

ANS: F

____13. A marketing plan covers five or more years; a strategic market plan is for two years or less.

ANS: F

____14. A marketing plan covers five or more years; a strategic market plan is for two years or less.

ANS: F

____15. When an organization tries to make its services appear different from all its competitors, this is an example of positioning for user category.

ANS: F

____16. Publicity is a non-paid form of communications, while advertising is paid communications.

ANS: T

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____ 17. A segmented marketing strategy is one that overlooks segment differences, using the same marketing mix for all target markets. **ANS: F**

____ 18. The basic reason for market segmentation is that trying to appeal to all potential customers—the untargeted approach—is wasteful. **ANS: T**

____ 19. Market segmentation is the division of the overall market for a service into groups with common characteristics. **ANS: T**

____ 20. Public relations include all the activities that a hospitality and travel organization use to maintain or improve its relationship with other organizations and individuals. **ANS: T**

____ 21. The bonus programs offered by many airlines and hotel companies are an example of use-frequency segmentation. **ANS: T**

____ 22. Marketers must be able to defend their selections of target markets by showing that each market requires individual attention **ANS: T**

____ 23. The need for market segmentation in our industry has never been greater than it is today. **ANS: T**

____ 24. Research is only done during the first step of the hospitality and travel marketing system when answering the question “Where are we now?” **ANS: F**

____ 25. Supervising and controlling salespeople tends to be more difficult than for other categories of employees. **ANS: T**

26. The hospitality and travel marketing system is:

- a. Being used by all hospitality and travel organizations
- b. A rigid approach to marketing
- c. An approach to marketing that all hospitality and travel organizations can adapt to meet their needs

d. A procedure that with continuous use in the industry will result in the elimination of generic differences among hospitality and travel organizations

e. A way of reducing the competitiveness within the hospitality and travel industry
ANS: C An approach to marketing that all hospitality and travel organizations can adapt to meet their needs

27. Which of the following is not a component of the product/service mix?

- a. staff behavior, appearance, and uniforms
- b. communications with customers and other publics
- c. marketing research
- d. building exteriors
- e. signage

ANS: C marketing research

28. When marketing hotels, restaurants, and other travel businesses, which of the following questions must be answered first?

- a. How do we get there?
- b. Where would we like to be?
- c. How do we make sure we get there?
- d. Where are we now?
- e. How do we know if we got there?

ANS: D

29. One of the major benefits of a company having a marketing orientation is that:

- a. customers are given only what they ask for
- b. planning is short-term
- c. all departments, managers, and staff share a common goal

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- d. promotions stress service and product features
- e. business growth is seen as being assured

ANS: C all departments, managers, and staff share a common goal

30. The PRICE of marketing is an acronym that represents:

- a. the core principles of marketing
- b. the marketing environment factors
- c. the cost of a marketing program for a specific year
- d. the marketing strategy factors
- e. the major management tasks in marketing

ANS: E the major management tasks in marketing

31. All the following are benefits of sound marketing management except:

- a. There is a definite accountability for marketing
- b. Marketing weaknesses are quickly spotted and corrected
- c. Marketing costs are reduced
- d. Marketing efforts are always under careful scrutiny
- e. Marketing is better integrated into all the organization's activities and within its various departments

ANS: C Marketing costs are reduced

32. This term refers to all the activities required to research, plan, implement, control, and evaluate the marketing efforts of a hospitality and travel organization.

- a. marketing research
- b. sales management
- c. marketing control
- d. marketing evaluation

- e. marketing management

ANS: E marketing management

33. Using coupons is an example of the application of this pricing method:

- a. promotional pricing
- b. follow-the-leader pricing
- c. competitive pricing
- d. target pricing
- e. price lining

ANS: A promotional pricing

34. Which of the following statements best describes the dual role of pricing and its impact on prices?

- a. The transactional and informational dimensions of pricing are the same thing
- b. Because price is a direct determinant of profitability, it is not the marketing department's responsibility to set prices
- c. Although pricing has two roles, these are entirely compatible
- d. Pricing's roles as a determinant of profit and as an implicit promotional mix element are not always compatible
- e. The informational role of pricing is more important than its role in profit generation

ANS: D Pricing's roles as a determinant of profit and as an implicit promotional mix element are not always Compatible

35. Using this approach to pricing, a company sets its rates to achieve a predetermined profit level:

- a. target pricing
- b. positioning pricing
- c. objective pricing

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- d. leader pricing
- e. competitive pricing

ANS: A target pricing

36. Which of the following statements best reflects the role and importance of public relations and publicity in the hospitality and travel industry?

- a. Publicity is not as important as other public relations activities
- b. It is important for these activities to communicate with the ultimate travellers, but unnecessary to reach travel trade intermediaries
- c. Public relations and publicity are not as important as advertising
- d. Publicity plays exactly the same role as advertising
- e. They are of above-average importance because of the great influence of word-of-mouth information

ANS: E They are of above-average importance because of the great influence of word-of-mouth information

37. Another name for oral conversations, either by telephone or face-to-face, between salespersons and prospective customers is:

- a. telephone selling
- b. personal selling
- c. sales promotion
- d. advertising
- e. sales management

ANS: B personal selling

38. This technique involves nonpaid communication of information about an organization's services.

- a. advertising

- b. merchandising
- c. publicity
- d. personal selling
- e. sales promotion

ANS: C

39. These hospitality and travel organizations make above-average use of newspaper advertising:

- a. fast-food chains
- b. cruise lines
- c. theme parks
- d. airlines
- e. incentive travel planners

ANS: D airlines

40. The first step in developing a sales promotion and merchandising plan should be to:

- a. consider cooperative sales promotions
- b. set sales promotion and merchandising objectives
- c. establish a tentative sales promotion and merchandising budget
- d. choose between in-house or agency development
- e. pretest sales promotions and merchandising

ANS: B set sales promotion and merchandising objectives

41. Three of the factors to be considered when selecting advertising media are:

- a. pretests, posttests, and survey results
- b. media evaluation criteria, competitors' budgets, and positioning approaches of competitors

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- c. positioning approach, promotional goals, and pricing objectives
- d. competitive media placements, tentative personal selling budget, and relative strength and weaknesses of each media alternative
- e. creative requirements, target markets, and total advertising budget available

ANS: E creative requirements, target markets, and total advertising budget available

42. In this creative format, a celebrity, authority figure, satisfied customer, or continuing character recommends or endorses the services or products:

- a. slice of life
- b. testimonial
- c. honest-twist
- d. comparison
- e. fear

ANS: B Testimonial

43. The three categories into which advertising objectives can usually be divided are:

- a. fear, comparisons, and slice-of-life
- b. informative, persuasive, and reminder
- c. premiums, sampling, and specialty advertising
- d. testimonials, honest-twist, and analogy
- e. slice-of-life, word plays, and testimonials

ANS: B informative, persuasive, and reminder

44. The final step in advertising planning should be to:

- a. pre-test advertisements
- b. decides on the positioning approach
- c. selects an advertising agency
- d. measure and evaluate success

- e. considers cooperative advertising

ANS: D measure and evaluate success

45. Which of the following statements most accurately reflects the relationship of the promotional mix and the marketing mix?

- a. They are unrelated
- b. The marketing mix is an element of the promotional mix
- c. The promotional mix is an element of the marketing mix
- d. The promotional mix has eight elements, but the marketing mix only has five
- e. They do not need to be consistent with each other

ANS: C The promotional mix is an element of the marketing mix

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ANS: C The promotional mix is an element of the marketing mix

47. This travel intermediary plans, prepares, markets, and administers travel packages, usually by combining the services of several suppliers and carriers:

- a. tour wholesaler
- b. retail travel agent

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- c. restaurant
- d. destination marketing organization
- e. lodging facility

ANS: A tour wholesaler

48. In defining market segmentation, which of the following statements best reflects the relationship of market segments and target markets?

- a. There are more target markets than there are market segments
- b. The two concepts are unrelated
- c. They mean exactly the same thing
- d. The number of target markets selected may be less than the total number of market segments
- e. Target markets are less substantial and accessible

ANS: D

The number of target markets selected may be less than the total number of market segments

49. Which of the following is not a benefit of marketing partnerships?

- a. increased marketing budgets
- b. access to partners' expertise
- c. less time required for marketing planning
- d. increased ability to serve customer needs
- e. sharing of facilities and facility costs

ANS: C less time required for marketing planning

50. Organizations began adopting the marketing concept in which of the following eras of marketing?

- a. sales-organization era
- b. sales-orientation era
- c. production-orientation era

- d. societal-marketing-orientation era
- e. marketing-orientation era

ANS: E marketing-orientation era

51. This part of the marketing plan answers the question "How do we get there?" and includes the activities plan and the marketing budget:

- a. situation analysis
- b. executive summary
- c. marketing strategy
- d. rationale
- e. implementation plan

ANS: E implementation plan

52. All the following are characteristics of a marketing or customer orientation except:

- a. customers' needs are the first priority
- b. change is seen as being unnecessary
- c. interdepartmental cooperation is valued and encouraged
- d. the scope of business is broadly set
- e. the value of long-term planning is appreciated

ANS: B change is seen as being unnecessary

53. The marketing strategy factors that an organization uses to satisfy the needs of specific customer groups are collectively known as the:

- a. product life cycle
- b. hospitality and travel marketing environment
- c. marketing concept
- d. market segmentation
- e. marketing mix

ANS: E marketing mix

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54. Each of the following is a unique approach required in hospitality and travel marketing except:

- a. use of less than four Ps
- b. greater significance of word-of-mouth advertising
- c. increased importance of relationships with complementary organizations
- d. more use of emotional appeals in promotions
- e. greater difficulties with new-concept testing

ANS: A use of less than four Ps

55. One of the three unique relationships in the hospitality and travel industry is:

- a. the marketing mix
- b. the promotional mix
- c. the destination mix
- d. visitors and tourists
- e. transportation and infrastructure

ANS: C the destination mix

56. Services marketing means that:

- a. all services are alike
- b. services should be marketed like products
- c. none of the approaches used in marketing products apply in marketing services
- d. none of the principles of product marketing apply to services
- e. services are unique and require their own branch of marketing

ANS: E services are unique and require their own branch of marketing

57. When examining the development of marketing in the service industries, it is true that:

- a. marketing textbooks, terms, and principles were developed for the service industries and later applied to manufacturing and packaged-goods industries
- b. there has been a tendency for marketing-oriented people to create and manage hospitality and travel organizations
- c. it has been slower partly because the industry has been dominated by small businesses
- d. it has been the exact parallel of marketing in the manufacturing and packaged-goods industries
- e. there has been almost no government regulation of the service industries

ANS: C it has been slower partly because the industry has been dominated by small businesses

58. Information about a service experience passed from past to potential customers is also known as:

- a. commercial information
- b. word-of-mouth advertising
- c. media advertising
- d. public relations
- e. programming

ANS: B word-of-mouth advertising

59. Which of the following statements is true about the relationship of the hospitality and travel marketing system to strategic and tactical marketing planning?

- a. The system's questions apply only to tactical marketing planning
- b. They are unrelated concepts
- c. If the hospitality and travel marketing system is used, there is no need to go to the added expense of doing strategic and tactical marketing plans

d. Both strategic and tactical planning can use the system's questions as their foundation

e. The system is used after strategic and tactical marketing plans have been developed

ANS: D Both strategic and tactical planning can use the system's questions as their foundation

60. One of the dangers that using the hospitality and travel marketing system helps an organization avoid is:

a. Failing to answer certain basic questions before jumping into implementation

b. Defining the organization's scope of business too broadly

c. Having too much balance among various marketing activities

d. Placing more emphasis on planning than on the marketing budget will allow for the upcoming period

e. Maintaining the organization's uniqueness

ANS: A Failing to answer certain basic questions before jumping into implementation