



Managing the Travel Business Exam - Online Exam

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Grade: 0

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1. Which travel market segment has more time and money to travel?

- Young millennials
- Families with children
- Business travelers
- Mature travelers

Correct. The answer is
Mature travelers

2. Which is the most downloaded travel app?

- Facebook
- Twitter
- TripAdvisor
- iTunes

Incorrect. The correct answer is
TripAdvisor

3. A tour cancellation after a deposit is paid results in a penalty for the customer. The size of the penalty will depend on the

-
- original booking date
 - confirmation date
 - cancellation date
 - deposit amount

Correct. The answer is
cancellation date

4. Which is NOT one of the Six Principles of Eco-tourism?

- Provide financial benefits and empowerment for local people
- Build environmental and cultural awareness and respect
- Financially support local environmental conservation efforts
- Avoid contact with local residents and culture

Correct. The answer is
Avoid contact with local residents and culture

5. Which is TRUE about tour package pricing?

- Two persons can share a single room by paying a single supplement
- Tours accept single travelers only by pairing them in accommodations
- Pricing for single travelers is determined by the customer's age
- " They are priced per person, based on sharing a double room "

Correct. The answer is "
They are priced per person, based on sharing a double room

6. Which is the most trusted source of online destination information for travel consumers?

- A blog
- Facebook
- Twitter
- YouTube

Incorrect. The correct answer is **A blog.**

7. A travel agent is organizing group travel to New York City and New Orleans for jazz music fans. To price this tour, the agent must source the cost of air transportation. What should the agent do to negotiate the best air fare and value?

- Request only commission-based air fares from low cost carriers
- Set the tour departure and return dates in a peak travel period
- Collect three or more quotes from different airlines

- Request a quote one month or less before the tour departure date

Correct. The answer is **Collect three or more quotes from different airlines.**

8. Which is an advantage for agents selling special-interest tour products?

- Demand for special interest tours is growing faster than demand for pre-packaged tours
- Tour specialists need some expertise to plan special-interest tour products
- Special-interest tours require customization to meet customer interests
- Many special-interest tours are not seasonal and can be sold any time of the year

Correct. The answer is **Many special-interest tours are not seasonal and can be sold any time of the year.**

9. Adventure tours are generally classified as which two broad category types?

- Soft and hard
- Northern and Southern Hemisphere
- Land and sea
- Budget and luxury

Correct. The answer is **Soft and hard.**

10. To set up a vlog via social networks, one must upload a _____ to share information and opinions.

- written text
- video
- photograph
- brochure

Correct. The answer is **video.**

11. Which is TRUE about certified eco-tour products?

- Certification sells more eco-tour products than other products
- There is only one global eco-tourism certification program
- It distinguishes eco-tour products from the competition
- Tour operators are responsible for certifying eco-tour suppliers

Correct. The answer is
It distinguishes eco-tour products from the competition

12. Corporate customers in senior executive positions should purchase Kidnap, Ransom and _____ insurance.

- Cancellation
- Accident
- Extortion
- Extradition

Correct. The answer is
Extortion

13. Eco-tours typically include activities involving _____.

- the risk of hard physical challenge
- a master chef in a culinary school
- discovery of the world's natural areas
- games and contests

Correct. The answer is **discovery of the world's natural areas.**

14. Which term describes a marketing campaign that promotes a cruise ship in a newspaper advertisement and a virtual reality tour of the ship posted on the agency's Facebook page?

- Collaborative marketing
- Search engine marketing
- Blended marketing
- Virtual marketing

Correct. The answer is
Blended marketing

15. Which is NOT an example of a special interest tour?

- Whale watching
- Visiting family and friends
- Gambling
- Photography

Correct. The answer is **Visiting family and friends.**

16. Which type of tour has the highest rate of repeat participants and a great dedication to strong community values?

- Senior citizen
- Religious group
- Single
- Museum

Correct. The answer is
Religious group

17. A key characteristic of special-interest tour customers is that they are generally _____.

- easier to find and contact
- do-it-yourself travelers
- most difficult to target
- inexperienced travelers

Correct. The answer is
easier to find and contact

18. Why does the travel industry receive fewer responses to social marketing strategies?

- Because travel products are not sold online
- Because travel products are not as expensive
- Because travel products are not purchased often
- Because travel products are not social media suitable

Correct. The answer is
Because travel products are not purchased often

19. Which is NOT a good example of a natural park educational tour?

- A visit to a coastal ecosystem to view aquatic life such as turtles
- A tour of a botanical garden in a destination's city center
- A visit to a tropical rainforest to view local vegetation and wildlife
- A polar tour to observe marine life near glaciers and icebergs

Correct. The answer is **A tour of a botanical garden in a destination's city center.**

20. Which checklist covers the arrangements for delegates to get to and from the event?

- The checklist for site selection
- The checklist for food and beverage functions
- The checklist for audiovisual equipment
- The checklist for transport

Correct. The answer is
The checklist for transport

21. What is the best resource for information on destination tour companies, visitor statistics and attractions?

- Tour brochures
- Travel publications
- The Internet
- Tourist bureaus

Correct. The answer is
Tourist bureaus

22. Which social media platform best promotes experiences, interests and information by sharing photos?

- Twitter
- YouTube
- Pinterest
- Facebook

Correct. The answer is
Pinterest

23. Which of the following is NOT an effective specification in a customer's request for a meeting event?

- "There are potentially 70 doctors who might attend this conference in the last week of June."
- "Can you find a deluxe airport hotel in London to hold a meeting for our directors?"
- "We'd like to plan an incentive trip for our best sales people on a cruise ship in Europe."
- "We will need your proposal soon, with details on costs for planning and holding this meeting."

Correct. The answer is **"We will need your proposal soon, with details on costs for planning and holding this meeting."**

24. What type of marketing promotes special interest tours?

- Offline
- Niche
- Brand
- Mass

Correct. The answer is **Niche**.

25. Which meeting and conference room arrangement places chairs in rows only?

- Hollow square style set-up
- Theatre style set-up
- U-shape style set-up
- Classroom style set-up

Correct. The answer is
Theatre style set-up

26. What is the main purpose of an agency smartphone app?

- To promote the agency's brand with an icon
- To measure the agency's service KPIs
- To instantly connect users to the agency's suppliers
- To verbally communicate with traveling customers

Incorrect. The correct answer is
To promote the agency's brand with an icon

27. Which would be the best source of information for the development of a new bicycle tour product?

- Study competing tour operator brochures
- Research the Internet for existing tours
- Survey past tour customers
- Consult route maps or atlases

Correct. The answer is
Survey past tour customers

28. Which of the following checklists prevents obstructing or blocking the view of the stage, screen, podium or monitor?

- Checklist of Audio Visual Equipment
- Checklist of Function Rooms
- Checklist for Transportation
- Checklist form for all invited guests

Correct. The answer is **Checklist of Audio Visual Equipment.**

29. Which is NOT a niche tour?

- A resort vacation package to Cuba
- A tour of bird sanctuaries in India
- A visit to a natural spa in Europe
- An antique goods shopping tour in the USA

Correct. The answer is
A resort vacation package to Cuba

30. Jim is describing the psychographics of his website's target audience. Which of the following is a psychographic descriptor?

- Age
- Geographical location
- Digital usage patterns
- Average disposable income

Correct. The answer is
Digital usage patterns

31. What is a disadvantage for special-interest tour developers?

- It is difficult to manage the group size for special-interest tours
- The planning cycle for special-interest tour products is long
- Special-interest tour participants have a smaller travel budget
- It is difficult to find potential special-interest tour customers

Correct. The answer is

The planning cycle for special-interest tour products is long

32. Which of the following is an example of how company culture, rules and regulations impact the planning process?

- Companies with strict regulations will usually prefer a more extravagant event to "let loose"
- When selecting flights for the group you must be aware of any policies restricting the maximum number of executives on the same aircraft
- "A place with great services and amenities, but limited function space, is well suited for a training event"
- Companies need a skilled EMM travel professional when planning an international event

Correct. The answer is **When selecting flights for the group you must be aware of any policies restricting the maximum number of executives on the same aircraft.**

33. When arranging a tour for the physically challenged, the hotel component of the tour should be _____.

- centrally located
- accessible
- close to a hospital
- remotely located

Correct. The answer is

accessible

34. Which is an example of a quantitative market research question to existing agency customers?

- How could we have served you better?
- How many employees in your company travel for business reasons?
- Would you recommend our services to friends and relatives?
- How likely will you book your next vacation with our agency?

Correct. The answer is

How many employees in your company travel for business reasons?

35. How many days prior to group attendance do most hotels require a guarantee for food, beverage and labor?

- 1 to 2 days
- 3 to 4 days
- 15 days

- 30 days

Correct. The answer is **3 to 4 days.**

36. Which is normally included in tour packages?

- Transportation to the destination
- Visa application fees
- Government taxes
- Insurance coverage

Correct. The answer is **Transportation to the destination.**

37. Submitting and resubmitting proposals to event customers is a part of the _____ process.

- site inspection
- negotiation
- workflow
- registration

Incorrect. The correct answer is **negotiation**

38. How would local attractions in the US perceive a weakening of the US Dollar versus the Euro?

- As a threat
- As competition
- As an opportunity
- As a weakness

Correct. The answer is **As an opportunity.**

39. The risk of being robbed in a hotel is reduced when a guest room is booked on the _____ floor.

- first
- second
- third
- highest

Correct. The answer is **highest.**

40. What is the term for advance room reservations paid in full and not refundable if not cancelled?

- VIP reservations
- Definite booking
- Guaranteed reservations
- Deposited reservations

Incorrect. The correct answer is
Guaranteed reservations

41. Which marketing activity most effectively promotes a travel agency as an eco-tour specialist to its existing customers?

- Join a local gardening or botanical club
- Display eco-tour brochures in sports shops
- Advertise eco-tours in the local newspaper
- Include articles on eco-tours in agency newsletters

Correct. The answer is **Include articles on eco-tours in agency newsletters.**

42. Which promotional tool is most effective in closing a sale with a corporate customer?

- Advertising
- Public Relations
- Promotional Campaign
- Personal Selling

Correct. The answer is
Personal Selling

43. In negotiation, which applies to the "agree" step?

- Adjust the bargaining variables
- Review all proposals to select one
- Withdraw all concessions offered
- Write an implementation plan

Correct. The answer is
Write an implementation plan

44. Which information is included in a formal request for an event planning proposal from a customer?

- Service delivery dates
- Compensation for the event planner
- Event purpose or theme
- Services for meeting the customer's conditions of satisfaction

Incorrect. The correct answer is **Event purpose or theme.**

45. What is the final phase of the workflow?

- The selection of the event venue and other vendors
- Cross-check all attendee lists with the central list
- Invoicing the customer for the planning services delivered
- Assessing the customer's level of satisfaction

Incorrect. The correct answer is
Assessing the customer's level of satisfaction

46. Which social profile type represents a social media user who reads social site content, but does NOT participate in exchanges or conversation?

- Critics
- Creators
- Spectators
- In-actives

Correct. The answer is **Spectators.**

47. When the first proposal does NOT result in a deal, negotiators tend to believe that _____.

- the proposal was not interesting because it did not offer enough
- the opposing party did not understand the terms of the proposal
- the negotiator must give up important objectives to strike a deal
- the discussion was too long and too much information was disclosed

Correct. The answer is **the proposal was not interesting because it did not offer enough.**

48. Which statement is TRUE?

- Persuasion is the first step in the negotiation process

- Persuasion cannot solve a problem nor a conflict
- Persuasion is a good way to create a win-win situation
- Persuasion can be used to avoid making concessions

Correct. The answer is **Persuasion can be used to avoid making concessions.**

49. What are the first two MOST important things you need to know about your special-interest tour customer?

- Expectations and budget
- Number of choices and type of event
- Dietary needs and number of people
- Location and past experiences

Correct. The answer is
Expectations and budget

50. Which type of research can identify destinations Shanghai senior citizens would visit?

- Qualitative
- Social-oriented
- Customer-oriented
- Quantitative

Correct. The answer is
Qualitative

51. Which is TRUE about RFPs?

- Use a standard and unmodified template
- List detailed needs in the RFP document
- Request a proposal by interview or telephone
- Forward the RFP to only one supplier

Correct. The answer is **List detailed needs in the RFP document.**

52. In which step of the meeting and event planning process are a facility's services and quality evaluated?

- Site reservation
- Site search

- Site inspection
- Site calculation

Correct. The answer is **Site inspection.**

53. What is the risk of offering concessions?

- The parties cannot reach a strike zone
- Wasted negotiation time and no agreement
- A lost opportunity in attracting new business
- A precedent for future negotiations

Correct. The answer is
A precedent for future negotiations

54. The main difference between business and leisure travel segments is _____.

- their transportation and accommodation preferences
- their age and demographics
- price sensitivity and who pays for travel
- the destination and distance to be traveled

Correct. The answer is **price sensitivity and who pays for travel.**

55. What is requested from suppliers in an RFQ?

- Their price for the most complex projects
- Their price for a specific service or product
- Their products and services information
- Their credit rating from a financial institution

Correct. The answer is
Their price for a specific service or product

56. In event planning, which is TRUE for the "site inspection" process at hotel properties?

- The inspection of facilities takes place before the site search process
- It is important to assess all aspects and services of the venue

- Only record and share the negative aspects of each facility with the customer
- The venue may charge for the site inspector's overnight stay in a guest room

Incorrect. The correct answer is

The venue may charge for the site inspector's overnight stay in a guest room

57. Meeting space requirements depend on _____.

- the total number of attendees and the particular set-up required
- the customer's budget and the locale
- local festivities and amenities available
- DMCs and local tourist offices

Correct. The answer is **the total number of attendees and the particular set-up required.**

58. What is the term for a selection of customers consulted for their opinions or attitudes?

- Research proposition
- Target group evaluation
- Group evaluation
- Focus group

Correct. The answer is **Focus group.**

59. During negotiations unilateral action is when _____.

- two parties abandon their negotiation process due to long delays
- both teams negotiate to find an acceptable solution leading to a firm deal
- one party is stronger and can make a decision without negotiating
- both sides have insufficient time and resources to negotiate an agreement

Correct. The answer is **one party is stronger and can make a decision without negotiating.**

60. When confronted with a threat, good negotiators will _____.

- counter with an even bigger threat to the other party
- ignore it and continue to negotiate the original objectives
- evaluate if the threat is real and its potential harm
- immediately stop the negotiation process

Correct. The answer is **evaluate if the threat is real and its potential harm.**

61. Which of the following statements is the best example of a specific request from a customer for help to organize a meeting event?

- "Can you work on a meeting proposal as soon as possible?"
- "Any hotel will be acceptable to host our annual meeting in Chicago"
- "Our company wants to plan a sales meeting in London next year"
- "We need two hotel proposals for the meeting in the center of Rome"

Correct. The answer is "We need two hotel proposals for the meeting in the center of Rome".

62. Key performance indicators (KPIs) on Google Analytics enables to effectively verify the performance of your website. Identify the KPI that determines the number of new and returning visitors to your website.

- Audience Reach
- Traffic Sources
- Peak Response Time
- Page Load Time

Incorrect. The correct answer is **Audience Reach**

63. If "price" is the only variable for negotiation between a travel agency and a supplier, then the negotiation _____.

- results in significantly higher commissions for the agency
- reduces the chance of reaching a successful deal
- creates a win-win situation for the travel agency and supplier
- should avoid discussing the product's sales and marketing costs

Correct. The answer is **reduces the chance of reaching a successful deal**

64. Which is NOT an example of the travel agency acting as an intermediary in organizing a customer's meeting or incentive event?

- The travel agency finds available locations and activities for the customer event
- The travel agency hires external event-planning staff to manage the registration desk
- The travel agency asks the client to negotiate pricing directly with a list of venue suppliers
- The travel agent negotiates and signs all agreements with the event suppliers

Correct. The answer is **The travel agency asks the client to negotiate pricing directly with a list of venue suppliers**

65. Which is a concession that an airline may offer to close a deal with a corporate travel agency to become the agency's preferred supplier in transporting its largest corporate customer groups?

- Reduced travel agency commissions paid for business travel bookings
- Waitlisting of the agency's corporate customers on full flights
- Free upgrading to first class service for the agency's executive customers
- Entry to airport lounges for corporate travelers paying full or normal fares

Correct. The answer is **Free upgrading to first class service for the agency's executive customers.**

66. Which is an example of a travel agency's business objective?

- Develop new wedding package holidays
- Increase service fees by 5%
- Deliver friendlier and faster service
- Exclusively serve the corporate traveler market segment

Correct. The answer is
Increase service fees by 5%

67. Which is a disadvantage of the electronic RFP (e-RFP) template?

- Travel agencies pay a non-refundable fee to request proposals
- Templates limit the description of proposal requirements
- Completed forms must be printed and physically delivered
- It can be used to solicit proposals for low cost projects or events

Correct. The answer is
Templates limit the description of proposal requirements

68. What is the first step of a site search process?

- Establish the customer's requirements and conditions for satisfaction
- "Research which suppliers offer the right size, location and quality for the event"
- Visit each venue located in the event destination to evaluate their suitability
- Negotiate a rate and agreement with each supplier on a list of possible venues

Incorrect. The correct answer is **"Research which suppliers offer the right size, location and quality for the event"**.

69. What is a site pre-selection?

- Visiting the eligible venues for a first-hand experience and impression
- Evaluating the responses received by vendors to finalize a list of eligible venues
- Making a list of all vendor properties in the event destination
- Contacting the prospective vendors for a request for proposal

Incorrect. The correct answer is
Evaluating the responses received by vendors to finalize a list of eligible venues

70. Good marketing plans commonly fail due to poor _____.

- execution or implementation
- marketing strategies
- use of technology
- consumer relationships

Correct. The answer is **execution or implementation.**

71. Why is it better to have more variables in a negotiation process?

- They increase the chance of finding mutually agreeable terms for a deal
- Negotiating power and influence are measured by the number of variables
- It displays a sense of greed and control over the negotiation process
- It can conclude a deal without discussion and counter proposals

Correct. The answer is
They increase the chance of finding mutually agreeable terms for a deal

72. Asking questions is a good way to _____.

- increase confusion
- develop trust
- close a deal
- make assumptions

Correct. The answer is **develop trust.**

73. Which is an example of a food and beverage surcharge for the sponsor of an event?

- A sit-down breakfast
- Room service
- A cash bar
- A working lunch

Incorrect. The correct answer is
Room service

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74. When the price of a product is reduced, the demand for the product increases. TRUE or FALSE?

- True
- False

Correct. The answer is **False**.

75. When is a Non-Disclosure Agreement presented?

- After submitting RFP proposals
- After signing a contract for services
- Together with an RFI document
- Before sharing any RFP proposal

Correct. The answer is **Before sharing any RFP proposal**.