

FBQ1: Every organization desires his business surroundings to be -----

Answer: Attractive

FBQ2: Geographical area in hospitality industry is a variable used to segment both -----
- and Food service market

Answer: Accommodation

FBQ3: In deciding what course of action to take, the manager must consider the -----
---- and Reliability of the findings

Answer: Validity

FBQ4: ----- data are gathered directly from the subjects.

Answer: Primary Data

FBQ5: ----- data deals with information that had been previously collected

Answer: Secondary

FBQ6: Secondary data can be ----- or External to the organization

Answer: Internal

FBQ7: Disposable income is linked in to ----- class

Answer: socio- economic

FBQ8: Hospitality industry is known as the business that can identify with the core products that satisfy the demand for accommodation, beverage and ----- away from home

Answer: Food

FBQ9: External secondary information is available from a large number of source such as marketing research, firms, government, educational institutions, international sources and -----

Answer: Other publications

FBQ10: ----- is associated with liquidating assets

Answer: Harvest strategy

FBQ11: Since question-marks drain resources in the longer term unless their market share can be improved, suggest an alternative strategy -----

Answer: Investment strategy

FBQ12: Self-esteem, self-actualization, self-accomplishment and ----- are Maslow 5-level hierarchy of needs.

Answer: Self-fulfilment

FBQ13: One important goal of marketing is to provide customer -----

Answer: Satisfaction

FBQ14: The first level of the Hierarchy of needs is -----need.

Answer: Physiological

FBQ15: Top management demonstrate their level of _____ or denial of a plan by Monetary support.

Answer: Acceptance

FBQ16: Total Quality Management (TQM) is part of marketing concept. True OR False

Answer: True

FBQ17: ----- involves planning, implementation and control of sales force activities.

Answer: Sales

FBQ18: Marketing is the business function that identifies current unfulfilled ----- and Wants.

Answer: Needs

FBQ19: Business Travellers, Holiday Traveller and Group traveller are the most common variables used to segment hospitality markets. True OR False.

Answer: True

FBQ20: _____ can be defined as selling and advertising on a micro level.

Answer: Marketing

FBQ21: _____ orientation explains why it is important for an organization to focus on Customers for customersâ€™ satisfaction.

Answer: Customer

FBQ22: The target of business is to Attract ----- until they become loyal customers.

Answer: Buyers

FBQ23: Buying and selling processes supported by electronic means refers to -----.

Answer: E- Commerce

FBQ24: E-marketing, e- purchasing or e- procurement can be collectively called _____

Answer: E- Commerce

FBQ25: The buying side of e- commerce can be referred to as _____.

Answer: E- marketing

FBQ26: Good information expected from marketing researchers must be -----.

Answer: Usable.

FBQ27: There are three major steps in target marketing. The first is market _____.

Answer: Segmentation

FBQ28: A _____ Market consists of a set of buyers who share common needs or characteristics that the company decides to serve.

Answer: Target

FBQ29: ----- referred to the short term decisions made when implementing

strategy for marketing objectives to be achieved within a given time frame.

Answer: Tactics

FBQ30: ----- is the aspect of marketing mix that is concerned with informing the target market and others in the channel of distribution about the product.

Answer: Promotion.

FBQ31: ----- is a strategy associated with maintaining a market share of each cow in order to generate strong positive cash flow.

Answer: Milking strategy.

FBQ32: ----- is not among the characteristics nature of service industry.

Answer: Invariability.

FBQ33: Strength and weakness are identified through _____.

Answer: Customer research.

FBQ34: The Quantitative and Qualitative are both _____ methods.

Answer: fore-casting

FBQ35: Mutual Profitable Exchange is also referred to as Profit -----

Answer: Orientation

MCQ1: The product-life cycle has

Answer: Four stages

MCQ2: Which is odd among the group

Answer: Death

MCQ3: Price is the only marketing mix element that produces revenue. This statement is

Answer: True

MCQ4: Pricing is the least understood of the marketing variables. This statement is

Answer: False

MCQ5: "Non-purposive" is a major problem associated with which of these

Answer: Publicity

MCQ6: It is important to know how much to spend on promotion and how to divide such a budget with the various promotional tools. This relates to

Answer: Budgeting for promotion

MCQ7: Three types of communication problems include the following except

Answer: Variable seeking

MCQ8: When you have a conventional organizational structure, everyone works to please

Answer: The boss

MCQ9: Which is true

Answer: E-commerce is more specific than e-business

MCQ10: An organization can always increase customers satisfaction by

Answer: Lowering profit

MCQ11: What can you say is the major difference between a loyal and satisfied customer?

Answer: A loyal customer will add value to the company

MCQ12: Which is True

Answer: Offensive marketing costs more than defensive marketing

MCQ13: Studies have shown that it costs _____ as much to create a customer as it does to maintain an existing one

Answer: Four to six times

MCQ14: On the average, one satisfied guest will tell _____, while a dissatisfied guest will tell _____ or more people

Answer: Five others, ten

MCQ15: When designing a website

Answer: One must not forget the customers and the importance of communicating with them in the method they desire

MCQ16: Next year's marketing plan begins

Answer: The day the year's plan is approved

MCQ17: An ideal business is the one with_____.

Answer: Major opportunities and low threats

MCQ18: A major business is one with

Answer: Low in opportunities and threats

MCQ19: CRS as used in HCM 237 is an acronym for

Answer: Computer Reservation System

MCQ20: Recurrent marketing problems includes the following except

Answer: Whether to launch a new food and beverage format

MCQ21: Which is odd amongst the list

Answer: Monovariate

MCQ22: Which of these would eat-out more frequently

Answer: Extended family

MCQ23: Which of these is more likely to increase spending on restaurants when they receive a salary increase

Answer: Single women

MCQ24: Singles spend heavily on_____.

Answer: Entertainment

MCQ25: Which of these is the odd among the list for SBU

Answer: Planning

MCQ26: Marketing can be defined as

Answer: Selling and advertising on a micro level

MCQ27: A customer is seen as

Answer: Central to a few things

MCQ28: Marketing involves

Answer: Everyone

MCQ29: Creating a customer means

Answer: Finding a product or service that a number of people need or want

MCQ30: The greatest challenge of marketing is

Answer: Making buyers become customers

MCQ31: Selling is a technique of

Answer: Getting people to exchange their cash for your product.

MCQ32: Marketers have discovered that what puts them in business is not the capital they put together such as: land, labour, money and entrepreneurial skills but the buyers that make unrepeatd purchases.

Answer: False

MCQ34: Customers are always right. This statement is

Answer: True

MCQ34: The target of business is to _____ until they become loyal customers

Answer: All of the options

MCQ35: Who is responsible for finding out what the customer's requirements are, presents exactly that or exceed it.

Answer: Management