

Multiple Choice

Chapter 1: Today's Marketing Environment

1. Which of the following is NOT a branch in Sadhguru's portfolio of product offerings?

- a. Isha Walks
- b. Isha Craft
- c. Isha Airlines
- d. Isha Life

Ans: C

2. Sadhguru is spreading his tentacles overseas, recently establishing the Isha Institute of Inner Sciences where in the US?

- a. Tennessee
- b. South Carolina
- c. Idaho
- d. Georgia

Ans: A

3. Which of the following is NOT a benefit of economic globalization?

- a. Economic rewards
- b. Opportunities for host communities to benefit from foreign exchange
- c. Enhanced livelihoods of destination communities
- d. Increased power in the hands of a small number of travel organizations

Ans: D

4. For inbound tourism expenditures, which country is far ahead of all the others?

- a. France
- b. UK
- c. US
- d. China

Ans: C

1. Which country spends more on tourism to other countries than any other group?

- a. France
- b. UK
- c. US
- d. China

Ans: D

6. Which of the following is NOT an uncontrollable element for international marketers?

- a. Research decisions
- b. Political instability
- c. Economic climate
- d. Cultural problems

Ans: A

7. Which of the following is NOT a controllable element for international marketers?

- a. Distribution
- b. Price
- c. Promotion
- d. Level of technology

Ans: D

8. In the 2000s, which country was accused of ethnocentrism, the notion that one's own culture or company knows best how to do things?

- a. Russia
- b. America
- c. UK
- d. Canada

Ans: B

9. Knowledge of the customer, and all that it implies for management decisions, is generally referred to as:

- a. consumer or marketing orientation
- b. international marketing
- c. tourism and hospitality marketing
- d. customer service

Ans: A

10. The text suggests that airlines from what part of the world are shaking up the North American market by offering high-quality service at lower prices?

- a. Australia
- b. Far East
- c. Persian Gulf
- d. All of the above

Ans: C

11. Royal Caribbean's Harmony of the Seas was the world's largest cruise ship in 2016. How many passengers could it carry?

- a. 3,780
- b. 6,780
- c. 9,780
- d. 780

Ans: B

12. Which recent acquisition is set to shake up the hotel sector?

- a. The purchase of Starwood Hotels by Marriott International
- b. The purchase of Hilton by Marriott International
- c. The purchase of Starwood Hotels by Hilton
- d. The purchase of Marriott International by Starwood Hotels

Ans: A

13. Why are events so important for tourism destinations?

- a. Events are a great anchor for attracting tourism
- b. Events can help in improving a place's image
- c. Events are an occasion to celebrate local culture and interact within the community
- d. All of the above

Ans: D

14. The case study on the Bonnaroo Music & Arts Festival suggests that the festival employs which of the following digital marketing techniques?

- a. establishing relationships with bloggers to stimulate excitement for the concerts
- b. leveraging social media sites such as Facebook and Twitter to achieve maximum exposure
- c. exploring mobile technology
- d. all of the above

Ans: D

15. In 2012, Bonnaroo announced its musical lineup on:

- a. Spotify
- b. Facebook
- c. Twitter
- d. Its website

Ans: A

16. Which of the following is NOT part of the microenvironment?

- a. the organization itself
- b. marketing channel firms
- c. customer markets
- d. competition

Ans: D

17. Which of the following is NOT a major force in a company's macroenvironment?

- a. demographic forces

- b. geological forces
- c. economic forces
- d. technological forces

Ans: B

18. At the time of writing, the British Foreign Office was advising against journeys to all, or parts, of more than 60 countries. The majority of these were where?

- a. The Far East
- b. Australasia
- c. Africa or the Middle East
- d. North America

Ans: D

19. Myanmar's "Let The Journey Begin" branding campaign focused on:

- a. the hotels and restaurants in the country
- b. Myanmar's rich cultural heritage
- c. the beaches
- d. the country's nature

Ans: B

20. Myanmar's "Let The Journey Begin" branding campaign used which of the following communication techniques to expose the new brand?

- a. Travel trade shows
- b. Television commercials
- c. Printed materials
- d. All of the above

Ans: D