

1

Which of the following is an example of a covert induced image agent in Gartner's (1993) typology?

- <https://selldocx.com/products/test-bank-marketing-destinations-and-venues-for-conferences-2e-rogers>
- (A) Word of mouth from a significant other
  - (B) An advertorial using a celebrity endorsement
  - (C) Direct marketing
  - (D) Highway billboard advertising

**Answer:**

(B) An advertorial using a celebrity endorsement

2

The process of managing how, when and in what way you communicate, so that you may ultimately influence the behaviour, attitude and perceptions of those important to you is known as:

- (A) Public relations
- (B) Publicity
- (C) Marcom
- (D) All of the above

**Answer:**

(A) Public relations

3

What can occur from many sources, with which the DMO may or may not have had any control, involvement, or even knowledge?

- (A) Public relations
- (B) Publicity
- (C) Marcom
- (D) All of the above

**Answer:**

(B) Publicity

4

Which of the following involves inviting key travel intermediaries to visit the destination for a short intensive tour?

- (A) Familiarisation
- (B) Tourism exchange
- (C) Travel trade exhibition
- (D) Educational road show seminar

**Answer:**

(A) Familiarisation

)

5

**A \_\_\_\_\_ stages an intensive schedule of brief meetings between product suppliers and travel intermediaries.**

(A) Familiarisation

(B) Tourism exchange

(C) Travel trade exhibition

(D) Educational road show seminar

**Answer:**

(B) Tourism exchange

6

**The notion that the destination experience must be consumed at the place of production, refers to:**

(A) Homogeneity

(B) Inseparability

(C) Immovability

(D) All of the above

**Answer:**

(C) Immovability

7

**The notion that a consumer must be present for a tourism service to take place refers to what?**

(A) Homogeneity

(B) Inseparability

(C) Immovability

(D) All of the above

**Answer:**

(B) Inseparability

8

**The underlying purpose of all marketing communication is to:**

(A) Enhance awareness of the destination

(B) Stretch the budget

(C) Achieve 'cut-through'

**Answer:**

(D) Enhance brand associations

(D Enhance brand associations  
)

9

**Which of the following is not a tenet of integrated marketing communications?**

(A) Developing profitable customer relationships

(B) Stimulating increased one-off sales transactions

(C) Enhancing stakeholder relationships

(D) Developing a cross-functional process  
)

**Answer:**

(B Stimulating increased one-off sales transactions  
)

10

**Which of the following represents a focused proposition?**

(A) Utah!

(B) Oh Ohio

(C) Brisbane – it's happening

(D) All of the above  
)

**Answer:**

(C Brisbane – it's happening  
)

11

**The one or few attributes used in the final destination selection choice are referred to as:**

(A) Salient

(B) Determinant

(C) Important

(D) Decision set  
)

**Answer:**

(B Determinant  
)

12

**What is the process of "establishing and maintaining a distinctive place in the market for an organisation and/or its individual product offerings" known as?**

- (A) Segmentation
- (B) Positioning
- (C) Target marketing
- (D) Distribution

**Answer:**  
(B) Positioning

**13**

**What is the first stage in the market positioning process?**

- (A) Identify the competitive set of destinations in the target market
- (B) Identify the motivation/benefits sought by previous visitors and non-visitors.
- (C) Identify the target market
- (D) Identify opportunities for differentiated positioning.

**Answer:**  
(C) Identify the target market

**14**

**Of all the destinations a consumer is likely to be aware of, how many are likely to be only considered in their decision set?**

- (A) 2 - 6
- (B) 6 - 12
- (C) 12 - 18
- (D) 18 - 20

**Answer:**  
(A) 2 - 6

**15**

**A consumer's positive emotional attachment to a destination is representative of which one of the following?**

- (A) Cognition
- (B) Conation
- (C) Affect
- (D) All of the above

**Answer:**  
(C) Affect

16

A consumer's \_\_\_\_\_ image of a destination is thought to be developed through the influence of tourism promotions directed by marketers.

- (A) Organic
- (B) Induced
- (C) Complex
- (D) Parsimonious

**Answer:**  
(B) Induced

17

Which of the following philosophies is the lowest level of the PR, in that it simply seeks publicity?

- (A) Two-way symmetrical PR
- (B) Press agency
- (C) Public information
- (D) One-way asymmetrical

**Answer:**  
(B) Press agency

18

Which one of the following is not a segment of the MICE market?

- (A) Meetings
- (B) Incentives
- (C) Conferences
- (D) Education

**Answer:**  
(D) Education

19

An exhibition of products and/or services held for members of a common or related industry, which is not open to the general public, is referred to as a:

- (A) Convention
- (B) Trade show
- (C) Exhibition

**Answer:**  
(B) Trade show