



<br/>Answer:

<br/><br/>Question QMC17 : While preparing message for advertisement, which of the following guidelines may be kept in mind by you

<br/>Answer:

<br/><br/>Question QMC18 : Advertising techniques may include all of the following except -----

<br/>Answer:

<br/><br/>Question QMC19 : Publicity will be carried by the media if the activities and messages are -----

<br/>Answer:

<br/><br/>Question QMC20 : Word of mouth publicity is very effective; its sources of information are credible according to a hierarchy. In descending order of credibility will take the following form -----

<br/>Answer:

<br/><br/>Question QMC21 : Public Relation efforts in tourism marketing are aimed at key personnel, and seek to shift the people interests towards the following factors except -----

<br/>Answer:

<br/><br/>Question QMC22 : Which of the following objectives of merchandising is not meant for the customers within a given unit?

<br/>Answer:

<br/><br/>Question QMC23 : Which of the following is not necessarily a role played by a media outfit in Tourism?

<br/>Answer:

<br/><br/>Question QMC24 : ----- serve as an overlap between media due to reaching the same target customers at the same time?

<br/>Answer:

<br/><br/>Question QMC25 : Demographics refer to the description of a population which include the following except -----

<br/>Answer:

<br/><br/>Question QMC26 : Which of the following is not a function of salespersons?

<br/>Answer:

<br/><br/>Question QMC27 : Which of the following ways is not a method to help achieve strong and positive press relations?

<br/>Answer:

<br/><br/>Question QMC28 : The basic requirements of travel writing include all of the following except -----?

<br/>Answer:

<br/><br/>Question QMC29 : The science of proteomics has come up with four distinct zones in which most people operate. Which of the following is not part of the zones?

<br/>Answer:

<br/><br/>Question QMC30 : Which of the following parts of the human body is the most important in transmitting information and can transmit the most subtle nuances?

<br/>Answer:

<br/><br/>Question QMC31 : Which of the following is not one of the hints on how to use our voice effectively?

<br/>Answer:

<br/><br/>Question QMC32 : In the hospitality industry, it is essential to  
----- and then to speak!

<br/>Answer:

<br/><br/>Question QMC33 : For communication to be effective, there must be one  
of the following

<br/>Answer:

<br/><br/>Question QMC34 : What is the full meaning of NTDC

<br/>Answer:

<br/><br/>Question QMC35 : A travel writer should always bear in mind that his  
write-up should influence the reader to do the following except -----

<br/>Answer:

<br/><br/>Question QFB1 : In marketing, the consumers are not interested in  
----- but satisfaction of the products purchased

<br/>Answer: Output

<br/><br/>Question QFB2 : Marketing tries to bring the decision-making processes  
of the producer and the customers together in an exchange -----

<br/>Answer: Transaction

<br/><br/>Question QFB3 : Marketing concepts are relevant even in the absence of  
-----

<br/>Answer: Competition

<br/><br/>Question QFB4 : It is noted that ----- attracts the customer to the  
product, enhances its value and provides satisfaction.

<br/>Answer: Need

<br/><br/>Question QFB5 : The collective of existing and prospective customers  
for the product is refers to as -----

<br/>Answer: Market

<br/><br/>Question QFB6 : ----- is something that a producer offers to a  
customer to provide satisfaction

<br/>Answer: Product

<br/><br/>Question QFB7 : Designing a product means determining the ----- of  
the product and the benefits that will provide to the users

<br/>Answer: Features

<br/><br/>Question QFB8 : A product in tourism is the place of -----

<br/>Answer: Destination

<br/><br/>Question QFB9 : Benefit concept, service concept and ----- concept  
are the steps in developing a service product

<br/>Answer: Delivery

<br/><br/>Question QFB10 : ----- helps to increase organisation  
effectiveness and customer satisfaction

<br/>Answer: Marketing

<br/><br/>Question QFB11 : Creating awareness about a product with the  
connotation of falsehood is called ---

<br/>Answer: Propaganda

<br/><br/>Question QFB12 : ---- takes place when media, on subtle persuasion or  
otherwise, carries an article or news items about the marketer or the  
good/services offered.

<br/>Answer: Publicity

<br/><br/>Question QFB13 : Publicity is more credible than ----- when it is seen as originating from the medium or some other person and not from a marketer.

<br/>Answer: Advertisement

<br/><br/>Question QFB14 : When actual experience of a tourist falls short of expectation, there is -----

<br/>Answer: Dissatisfaction

<br/><br/>Question QFB15 : When actual experience exceeds -----, there is significant satisfaction

<br/>Answer: Expectation

<br/><br/>Question QFB16 : The cost of using ----- is an important consideration while planning a campaign

<br/>Answer: Media

<br/><br/>Question QFB17 : A meeting arranged between senior executive of the organization and the representatives of the news where statements are made and questions are answered is refers to -----

<br/>Answer: Press Release

<br/><br/>Question QFB18 : Finding prospects, that is, get names of people who are likely to buy a service is the function of a -----

<br/>Answer: Salespersons

<br/><br/>Question QFB19 : Activities that take place within the unit are called -----

<br/>Answer: Merchandising

<br/><br/>Question QFB20 : ----- is done through media and the idea is to communicate a message to a potential user of tourism services

<br/>Answer: Promotion

<br/><br/>Question QFB21 : Weekly newspapers; periodicals; magazines of general or special interest are examples of ----- media.

<br/>Answer: Print

<br/><br/>Question QFB22 : The degree of thoroughness with which the audience sees, hears or reads is called -----

<br/>Answer: Intensity

<br/><br/>Question QFB23 : ----- means the ability of the medium to reach a target audience specified by geographic, demographic or other factors.

<br/>Answer: Selectivity

<br/><br/>Question QFB24 : The value of outdoor media, like hoardings, posters, signs etc. depends entirely on the -----

<br/>Answer: Location

<br/><br/>Question QFB25 : The ----- provides an opportunity to combine a variety of media into a single location for target consumers to choose from the offers

<br/>Answer: Exhibition

<br/><br/>Question QFB26 : The world of media is also changing today with Video and cable TV. etc. replacing the -----.

<br/>Answer: Cinema-theatre

<br/><br/>Question QFB27 : ----- is built by providing candid straight-forward and inherently-honest material to the tourists.

<br/>Answer: Credibility

<br/><br/>Question QFB28 : Travelogues date back to ancient times, existed mostly in the form of stories of ----- or pilgrims travelling to distant lands.

<br/>Answer: Merchants

<br/><br/>Question QFB29 : After accommodation, the most important need of a traveller is -----?

<br/>Answer: Food

<br/><br/>Question QFB30 : In Nigeria, the rituals in ----- have remained exactly the same after thousands of years.

<br/>Answer: Marriage

<br/><br/>Question QFB31 : Tourism is already known to be the world's largest industry after ---- and is fast growing industry.

<br/>Answer: Oil

<br/><br/>Question QFB32 : The word communication is derived from the Latin term 'communicate' which mean to -----

<br/>Answer: Share

<br/><br/>Question QFB33 : Without feedback, ----- is incomplete.

<br/>Answer: Communication

<br/><br/>Question QFB34 : Preconceived notions is a barrier to effective -----

<br/>Answer: Communication

<br/><br/>Question QFB35 : While talking to -----, It is suggested that you maintain a social distance of four to seven feet

<br/>Answer: Customers