

Question MCQ1 : Government can stimulate tourism development in the following ways except -----?

Answer: Arresting investor

Question MCQ2 : A number of factors influences the choice of middlemen except?

Answer: Characteristics of technological tools

Question MCQ3 : Which of the following functions of management is known to be a political activity?

Answer: Coordination

Question MCQ4 : Information centres play the following important roles except?

Answer: Serve aa sites of deviant tourists

Question MCQ5 : Social and cultural sustainability indicators include the following except?

Answer: Mass discouragement against tourist attractions

Question MCQ6 : ----- is known as anyone involved in making distribution channel decisions?

Answer: Channel manager

Question MCQ7 : Marketing and booking systems is also known as -----?

Answer: Listings

Question MCQ8 : Quality in tourism depends upon a range of ----- during the service encounter?

Answer: Innovations

Question MCQ9 : ----- refers to the code by which human conduct is guided?

Answer: Ethics

Question MCQ10 : Tourists seek out attractive, different or distinctive environments which may support specific -----?

Answer: Touristic activities

Question MCQ11 : Of all the roles of government, probably the most important is that of -----?

Answer: Coordinating

Question MCQ12 : The 'Development first' approach, explain the following three categories of development except?

Answer: Tourism terrorism

Question MCQ13 : The following are government roles in tourism development except?

Answer: Establishment and running of tourism business

Question MCQ14 : Other type of intermediary associated with the industry include the following except?

Answer: Machineries sales representatives

Question MCQ15 : Channel management issues include the following except?

Answer: Staff policy and rewards

Question MCQ16 : Which of the following is not a form of globalization?

Answer: Social globalization

Question MCQ17 : ----- is known as the process of preparing a set of decisions for action in the future?

Answer: Forecasting

Question MCQ18 : Which of the following is not a form of tourism missions?

Answer: Tourism concern

Question MCQ19 : Broader measures of financial evaluation include the following except?

Answer: Appraisal

Question MCQ20 : The state therefore performs many functions as follows except?

Answer: As organizer and manager

Question MCQ21 : Initial definitions of development centred on -----?

Answer: Economy growth

Question MCQ22 : Tourists of today are quality conscious, this suggests that the provision ofand services are essential?

Answer: Quality products

Question MCQ23 : The following are main diversification strategies except?

Answer: Political diversification

Question MCQ24 : Tourism industry generates the following for the country except?

Answer: Gross profit

Question MCQ25 : Tourism education and training has developed, historically over a period in excess of ----- years?

Answer: 40

Question MCQ26 : Which of these forms is used by management evaluation of human resources?

Answer: Appraisal

Question MCQ27 : ----- is the external linkages beyond the destination that affect potential development?

Answer: Globalisation

Question MCQ28 : ----- is described as the point of contact between the customer and employee of the company?

Answer: Moment of truth

Question MCQ29 : The five forces proposed by porter include the following except?

Answer: The threats of friendship

Question MCQ30 : Channel choices in the tourism industry are influenced by the following factors except?

Answer: The producer of the product

Question MCQ31 : The following are responsible for changes in the tourism distribution environment except?

Answer: The Business Manager

Question MCQ32 : Coordination refers to formal institutionalized relationships among existing networks of, interests and or individuals?

Answer: Organizations

Question MCQ33 : Government can stimulate tourism development in the following ways except?

Answer: Arresting investor

Question MCQ34 : The following are the functions of tour operators except?

Answer: Slave trade

Question MCQ35 : The following are the reasons for the importance of successful tourism distribution except?

Answer: High durability of the product

Question FBQ1 : ----- explained tourism as a product, high in human contact?

Answer: Variability

Question FBQ2 : Professionalism and skill; attitudes and behaviour; reliability and trustworthiness; reputation and credibility explain..... quality?

Answer: Service

Question FBQ3 : refers to the code by which human conduct is guided?

Answer: Ethics

Question FBQ4 : Initial definitions of development centred on ----- growth?

Answer: Economy

Question FBQ5 : ----- can influence tourism development by investing in general and tourism specific infrastructure?

Answer: Government

Question FBQ6 : ----- can influence tourism development through fiscal and investment policies?

Answer: Government

Question FBQ7 : A price based strategy seeks competitive advantage by offering the lowest in the industry?

Answer: Prices

Question FBQ8 : Development first' approach examined ----- categories of development?

Answer: Three

Question FBQ9 : approach is an analytical tool, which traces the process of value creation in tourism industry?

Answer: Value-chain

Question FBQ10 : If the NPV value is, then the project is worth of investing?

Answer: Positive

Question FBQ11 : The call for tourists to adopt 'good' behaviour is a form of..... management?

Answer: Visitor

Question FBQ12 : -----is the external linkages beyond the destination that affect potential development?

Answer: Globalisation

Question FBQ13 : materials are therefore important in bringing messages to the notice of the public?

Answer: Promotional

Question FBQ14 : In examining tourism planning, developed a continuum from 'Tourist first' to "Development first"?

Answer: Burns

Question FBQ15 : analysis explains major factors influencing organization's ability to fulfil its mission in terms of resources and environment?

Answer: Strategic

Question FBQ16 : From tourism marketing perspective, tourism site is -----?

Answer: Product

Question FBQ17 : ----- development is concerned with developing product-line extension or new tourism products?

Answer: Product

Question FBQ18 : To providing, a government can require the industry to hire locals?

Answer: subsidies

Question FBQ19 : Mergers and acquisitions have been greatly responsible for.....?

Answer: Internationalization

Question FBQ20 : rates affects the cost of borrowing?

Answer: Interest

Question FBQ21 : A hybridexplains offering of high-quality products at low prices?

Answer: Strategy

Question FBQ22 : Rural tourism development and management seek to maintain and enhance the experience of?

Answer: Rurality

Question FBQ23 : appraisal entail estimating the likely impact of the decision on the future performance of the business?

Answer: Investment

Question FBQ24 : The mobility of staff within tourism is a direct factor of the wider, structural and sectorial operating characteristics?

Answer: Environmental

Question FBQ25 : Cross boarder operations in the travel distribution industry?

Answer: Internationalization

Question FBQ26 : explains the inability to store tourism product for sale at a later date?

Answer: Perishability

Question FBQ27 : manager explains anyone involved in making distribution channel decisions?

Answer: Channel

Question FBQ28 : Long term investment entails Initial commitment of a outlay in a business project?

Answer: Capital

Question FBQ29 : management is about anticipating potential problems in the interrelationships of different customer and employee groups?

Answer: Multicultural

Question FBQ30 : The traditional practice of learning a majority skills on the job is threatened by changes?

Answer: Technological

Question FBQ31 : The marketing process can be considered as the analysis, planning,and control of marketing?

Answer: Implementation

Question FBQ32 :measures the ratio of inputs to outputs?

Answer: Efficiency

Question FBQ33 : Strength and weaknesses analysis summarizes ----- resources of an organization ?

Answer: Internal

Question FBQ34 : -----development explains the culture of meeting the needs of the present generation without compromising the needs of future generations?

Answer: Sustainable

Question FBQ35 : The federation that draws attention to the underlying complexities of the tourism industry that affect strategic development is called ----- of tour operators?

Answer: Federation