Question QMC1 : Marketing looks at the decision-making processes of both \_\_\_\_\_\_\_\_\_\_  
Answer:  
  
Question QMC2 : The concepts of marketing were developed in relation to -------- goods which are however relevant to services as well.  
Answer:  
  
Question QMC3 : Sales of goods and services will not increase through increased production if the -------------  
Answer:  
  
Question QMC4 : The main elements of a marketing programme are conceptualised in terms of four (4) Ps. Which of the following is not one of these Ps?   
Answer:  
  
Question QMC5 : The tourist market may be segmented on the basis of the following except ---------?  
Answer:  
  
Question QMC6 : Service products are different from goods with the following characteristics except -----------  
Answer:  
  
Question QMC7 : When one buys a service like a courier or a doctor, the production and consumption of the service takes place at the same time. This characteristic is termed -----------?  
Answer:  
  
Question QMC8 : The expectations of tourists are met by three main ingredients; Which of the following are not parts of these ingredients?  
Answer:  
  
Question QMC9 : Packaging are very important in goods because it provides --------------  
Answer:  
  
Question QMC10 : The following are the steps in developing a service product except -----------  
Answer:  
  
Question QMC11 : A souvenir shop in a tourist destination is regarded as a ------------ product.  
Answer:  
  
Question QMC12 : In tourism, market research may be all of the following except ------  
Answer:  
  
Question QMC13 : In tourism, a lot of data on tourists can be collected through the following methods except ---------  
Answer:  
  
Question QMC14 : When sporadic studies are made at regular intervals, which of the following best describe the term?  
Answer:  
  
Question QMC15 : In tourism marketing, Promotion aims to achieve all of the following except ----  
Answer:  
  
Question QMC16 : The main decisions to make in promotion planning include of the following except ---------  
Answer:  
  
Question QMC17 : While preparing message for advertisement, which of the following guidelines may be kept in mind by you  
Answer:  
  
Question QMC18 : Advertising techniques may include all of the following except -------  
Answer:  
  
Question QMC19 : Publicity will be carried by the media if the activities and messages are -----------  
Answer:  
  
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 --------------  
Answer:  
  
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 -----------  
Answer:  
  
Question QMC22 : Which of the following objectives of merchandising is not meant for the customers within a given unit?  
Answer:  
  
Question QMC23 : Which of the following is not necessarily a role played by a media outfit in Tourism?  
Answer:  
  
Question QMC24 : ------- serve as an overlap between media due to reaching the same target customers at the same time?  
Answer:  
  
Question QMC25 : Demographics refer to the description of a population which include the following except ------------  
Answer:  
  
Question QMC26 : Which of the following is not a function of salespersons?  
Answer:  
  
Question QMC27 : Which of the following ways is not a method to help achieve strong and positive press relations?  
Answer:  
  
Question QMC28 : The basic requirements of travel writing include all of the following except ----------?  
Answer:  
  
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?  
Answer:  
  
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?  
Answer:  
  
Question QMC31 : Which of the following is not one of the hints on how to use our voice effectively?  
Answer:  
  
Question QMC32 : In the hospitality industry, it is essential to ------ and then to speak!  
Answer:  
  
Question QMC33 : For communication to be effective, there must be one of the following  
Answer:  
  
Question QMC34 : What is the full meaning of NTDC  
Answer:  
  
Question QMC35 : A travel writer should always bear in mind that his write-up should influence the reader to do the following except ----------  
Answer:  
  
Question QFB1 : In marketing, the consumers are not interested in ------- but satisfaction of the products purchased  
Answer: Output  
  
Question QFB2 : Marketing tries to bring the decision-making processes of the producer and the customers together in an exchange --------------  
Answer: Transaction  
  
Question QFB3 : Marketing concepts are relevant even in the absence of --------  
Answer: Competition  
  
Question QFB4 : It is noted that -------- attracts the customer to the product, enhances its value and provides satisfaction.  
Answer: Need  
  
Question QFB5 : The collective of existing and prospective customers for the product is refers to as ------  
Answer: Market  
  
Question QFB6 : -------- is something that a producer offers to a customer to provide satisfaction  
Answer: Product  
  
Question QFB7 : Designing a product means determining the ------ of the product and the benefits that will provide to the users  
Answer: Features  
  
Question QFB8 : A product in tourism is the place of ------  
Answer: Destination  
  
Question QFB9 : Benefit concept, service concept and --------- concept are the steps in developing a service product  
Answer: Delivery  
  
Question QFB10 : --------- helps to increase organisation effectiveness and customer satisfaction  
Answer: Marketing  
  
Question QFB11 : Creating awareness about a product with the connotation of falsehood is called ---  
Answer: Propaganda  
  
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.  
Answer: Publicity  
  
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.  
Answer: Advertisement  
  
Question QFB14 : When actual experience of a tourist falls short of expectation, there is -----------  
Answer: Dissatisfaction  
  
Question QFB15 : When actual experience exceeds ------------, there is significant satisfaction  
Answer: Expectation  
  
Question QFB16 : The cost of using ----------- is an important consideration while planning a campaign  
Answer: Media  
  
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 -------------  
Answer: Press Release  
  
Question QFB18 : Finding prospects, that is, get names of people who are likely to buy a service is the function of a -----  
Answer: Salespersons  
  
Question QFB19 : Activities that take place within the unit are called ------  
Answer: Merchandising  
  
Question QFB20 : ------- is done through media and the idea is to communicate a message to a potential user of tourism services  
Answer: Promotion  
  
Question QFB21 : Weekly newspapers; periodicals; magazines of general or special interest are examples of --------- media.  
Answer: Print  
  
Question QFB22 : The degree of thoroughness with which the audience sees, hears or reads is called ------------  
Answer: Intensity  
  
Question QFB23 : --------- means the ability of the medium to reach a target audience specified by geographic, demographic or other factors.  
Answer: Selectivity  
  
Question QFB24 : The value of outdoor media, like hoardings, posters, signs etc. depends entirely on the -------  
Answer: Location  
  
Question QFB25 : The ------- provides an opportunity to combine a variety of media into a single location for target consumers to choose from the offers  
Answer: Exhibition  
  
Question QFB26 : The world of media is also changing today with Video and cable TV. etc. replacing the ---------.  
Answer: Cinema-theatre  
  
Question QFB27 : ------ is built by providing candid straight-forward and inherently-honest material to the tourists.  
Answer: Credibility  
  
Question QFB28 : Travelogues date back to ancient times, existed mostly in the form of stories of ----------- or pilgrims travelling to distant lands.  
Answer: Merchants  
  
Question QFB29 : After accommodation, the most important need of a traveller is ------------?  
Answer: Food  
  
Question QFB30 : In Nigeria, the rituals in -------- have remained exactly the same after thousands of years.  
Answer: Marriage  
  
Question QFB31 : Tourism is already known to be the world's largest industry after ---- and is fast growing industry.  
Answer: Oil  
  
Question QFB32 : The word communication is derived from the Latin term ‘communicate’ which mean to -----------  
Answer: Share  
  
Question QFB33 : Without feedback, -------------- is incomplete.  
Answer: Communication  
  
Question QFB34 : Preconceived notions is a barrier to effective -----------  
Answer: Communication  
  
Question QFB35 : While talking to ---------, It is suggested that you maintain a social distance of four to seven feet  
Answer: Customers