

eExam Question Bank

Coursecode:

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	Tourism is well known as invisible <input type="text"/>	export	export				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Tourism is known to bring about poverty alleviation, good quality of life, generate employment and improvement of urban and rural infrastructure if successfully <input type="text"/>	harnessed	harnessed				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The entertainment industry contributes significantly to tourism development in Nigeria. True or False? <input type="text"/>	1	1				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Marketing tourism internationally must assure tourists of their personal and property <input type="text"/>	safety	safety				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Countries always organizing international business and social events are consciously marketing their tourist potentials to boost foreign exchange earnings. True or False <input type="text"/>	1	1				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	A visa is not a guarantee that the recipient will be allowed express entry to a country. True or False? <input type="text"/>	1	1				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Tourism has no negative effect. True or False? <input type="text"/>						<input type="button" value="eExam"/>

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<input type="checkbox"/>	FBQ	Foreign nationals are always required to settle their hotel bills in foreign currencies unless they hold valid work <input type="text"/> of the host countries.	permit	permit					eExam
<input type="checkbox"/>	FBQ	An outbound traveller must obtain <input type="text"/> from the embassies of respective countries they intend to visit	visa	visa					eExam
<input type="checkbox"/>	FBQ	Entry visas, Tourist visas or Business visas are often a requirement for <input type="text"/> __Nationals	foreign	foreign					eExam
<input type="checkbox"/>	FBQ	Foreign exchange rate can influence tourist spending in host <input type="text"/>	country	country					eExam
<input type="checkbox"/>	FBQ	Fast food outlets belong to the hospitality sector. True or False? <input type="text"/>	1	1					eExam
<input type="checkbox"/>	FBQ	Tickets procured on-line is known as <input type="text"/>	E-ticket	E-ticket					eExam
<input type="checkbox"/>	FBQ	Creating products and services awareness on print media means the use of <input type="text"/>	Newspaper	Newspaper					eExam
<input type="checkbox"/>	FBQ	Cruise liners offer complex tourism services of both hotels and airlines. True or False? <input type="text"/>	1	1					eExam
<input type="checkbox"/>	FBQ	A tourism marketer must have complete <input type="text"/> knowledge	product	product					eExam
<input type="checkbox"/>	FBQ	Every customer is different. True or false? <input type="text"/>	1	1					eExam

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<input type="checkbox"/>	FBQ	Economy class is a cheap offer by hotels. True or False? <input type="text"/>							eExam
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<input type="checkbox"/>	FBQ	Transportation is optional in tourism - True or False? <input type="text"/>							eExam
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<input type="checkbox"/>	FBQ	More efforts are now directed at exceeding customers' <input type="text"/>	expectations	expectations					eExam
<input type="checkbox"/>	FBQ	Ticketing is associated with airlines only. True or False? <input type="text"/>	false	false					eExam

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<input type="checkbox"/>	FBQ	The World Tourism Organization (WTO) headquarters is based in London. True or False <input type="text"/>							eExam
<input type="checkbox"/>	FBQ	Which of these agencies is not based in Nigeria NTDC, NIHOTOUR, NCAC, JATA? <input type="text"/>	JATA	JATA					eExam
<input type="checkbox"/>	FBQ	NANTA is a Travel Association in <input type="text"/>	Nigeria	Nigeria					eExam
<input type="checkbox"/>	FBQ	Complete the acronym (WATA) <input type="text"/> __ Association of Travel Agents	world	world					eExam
<input type="checkbox"/>	FBQ	Thomas <input type="text"/> founded the first travel agency in 1845	cook	cook					eExam
<input type="checkbox"/>	FBQ	Customer focused system helps solve problems by giving organizations a way to proactively identify, analysed and deal with - <input type="text"/> effectively	problems	problems					eExam
<input type="checkbox"/>	FBQ	Tourism organizations that compete for customers want them <input type="text"/> back again and again	coming	coming					eExam
<input type="checkbox"/>	FBQ	Customer <input type="text"/> is the key to keeping them coming back.	satisfaction	satisfaction					eExam
<input type="checkbox"/>	FBQ	A marketing strategy will not work unless you have the right attitude and take the right actions! True or False? <input type="text"/>	1	1					eExam
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<input type="checkbox"/>	FBQ	Most set standards in tourism give rules that state specifically how things should be done. True or False?-	true	true					eExam
<input type="checkbox"/>	FBQ	Tangible product comprises the formal offer of the product as set out in a brochure, stating exactly what is to be provided at a specific time and at a specified price. True or False?	true	true					eExam
<input type="checkbox"/>	FBQ	Transport components in travel market include all of the followings: taxis, car hire, bus service, trekking, flying, railway, cruising. True or False?	false	false					eExam
<input type="checkbox"/>	FBQ	In the short and long run, investment and operating decisions in marketing led organizations will always be based firmly on an	understanding	understanding					eExam
<input type="checkbox"/>	FBQ	The personal mobility provided by private vehicle owners has not become a prime determinant of volume and nature of domestic tourism in Nigeria. True or False?	false	false					eExam
<input type="checkbox"/>	FBQ	The term demographic factors is just a convenient way to identify the main characteristics of the population which influence	demand	demand					eExam
<input type="checkbox"/>	FBQ	for travel and tourism							
<input type="checkbox"/>	FBQ	The external market environment of tourism business contains a number of elements which require careful analysis. True or false?	true	true					eExam

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<input type="checkbox"/>	FBQ	The principal characteristics of tourism service products may be summarized as: inseparability, and perishability. True or False? <input type="text"/>	true	true					eExam
<input type="checkbox"/>	FBQ	Services in tourism are mainly products purchased through an exchange transaction that does not confer <input type="text"/> but permits access to and use of a service at a specified time in a specified place	ownership	ownership					eExam
<input type="checkbox"/>	FBQ	Organizations in tourism are a part of the services sector of an <input type="text"/>	economy	economy					eExam
<input type="checkbox"/>	FBQ	By <input type="text"/> __all tourism includes an element of travel but all travel is not tourism	definition	definition					eExam
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<input type="checkbox"/>	FBQ	Visa friendliness has adverse effect on tourism growth of destinations. True or False? <input type="text"/>						
<input type="checkbox"/>	FBQ	The Obudu Cattle Ranch is located in <input type="text"/> _State of Nigeria	Cross River	Cross River				
<input type="checkbox"/>	FBQ	Cultural festivals are contributing significantly to the development of tourism in Nigeria. True or False? <input type="text"/>	1	1				
<input type="checkbox"/>	FBQ	Poor conditions of Nigerian road network are a disservice to the development of tourism .True or False? <input type="text"/>	1	1				
<input type="checkbox"/>	FBQ	Product segmentation is used in <input type="text"/> to market rooms as well as food and beverages.	hotels	hotels				
<input type="checkbox"/>	FBQ	Photography is an integral business of tourism. True or False? <input type="text"/>	1	1				
<input type="checkbox"/>	FBQ	Traditional entertainers contribute to boosting tourism business. True or False? <input type="text"/>	1	1				

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	Tourism operators are always willing to grant discounts at peak periods. True or False? <input type="text"/>						
<input type="checkbox"/>	FBQ	Travel agencies engage in strong synergy with hotels and tourists attraction operators as marketing strategy. True or False? <input type="text"/>	1	1				
<input type="checkbox"/>	FBQ	Tour guides also engage in marketing of their agencies. True or False? <input type="text"/>	1	1				
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<input type="checkbox"/>	FBQ	By <input type="text"/> __all tourism includes an element of travel but all travel is not tourism	definition	definition				
<input type="checkbox"/>	MCQ	_____helps to match organisation's human, physical and financial resources	marketing	planning	directing	franchising	A	<input type="button" value="eExam"/>

<input type="checkbox"/>									
<input type="checkbox"/>	MCQ	In the changing environment, it is essential that the travel industry of Nigeria understand the ---- of marketing and apply them rather than do lip services.	profit	loss	principles	diversion	C		eExam
<input type="checkbox"/>	MCQ	If the ----- of a product appears to be declining, new products have to be put into the market	age	durability	lifecycle	availability	C		eExam
<input type="checkbox"/>	MCQ	Other media like, direct mails exhibitions, demonstrations, posters, bulletins etc is referred to as _____.	above the line media	side the line media	top the line media	below the line media	D		eExam
<input type="checkbox"/>	MCQ	Media selection has to depend on, answers to questions except?_____	how much does it cost	what is the impact	what is the price	how many people see it	C		eExam
<input type="checkbox"/>	MCQ	Marketing helps to match the organisation's human financial and physical resources with the wants of _____ along with maximum economy and efficiency	marketers	people	producers	consumers	D		eExam
<input type="checkbox"/>	MCQ	It should be subtle so that it add a charm to your face rather than give the impression that your face has been painted, this statement best describes _____	perfume	hair	make-up	jewellery	C		eExam
<input type="checkbox"/>	MCQ	Experts _____ that we spent about 11% of our time in writing.	think	say	agree	estimate	D		eExam
<input type="checkbox"/>	MCQ	Each segment of the market differs in terms of needs and _____ .	wants	expectation	aspiration	product	B		eExam
<input type="checkbox"/>	MCQ	Difference between business and first class passengers and economy passenger is in the _____	metroline	luxury buses	train	aircraft	D		eExam
<input type="checkbox"/>	MCQ	Customers distinguish one product from another on the basis of distinct _____	products	characteristics	process	concept	B		eExam
<input type="checkbox"/>	MCQ	Communication is the _____ of any service-oriented industry.	speciality	theme	life	method	C		eExam

<input type="checkbox"/>									
<input type="checkbox"/>	MCQ	An optician _____ glasses to correct vision.	makes	recommend	provides	sells	D	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	All are techniques of advertising except? _____	domination	distraction	concentration	impact	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	All are physical aspects that will help a male improve or develop is personality except _____	make-up	tie	trouser	shave	A	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	All are duties of the salesperson's except _____	find prospects	make the delivery	make approach	make the presentation	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	All are determination of media planning except? _____	frequency	duration	space	timing	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	All are decisions to be taken regarding advertisement except _____	what is the objective	what is the cost effectiveness	what is the target audience	what is the profit maximization	C	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	Air-conditioned luxurious buses are also available in Nigeria for tourist or tour operators that can afford the price for road travels and _____	sight seeing	local	advance	tourism association	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	A statement issued to the media, to be published or broadcast by the media as news is known as _____	press release	press conferences	promotional event	press briefing	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	A market research may include the following except, _____	banking	marketers	analysis	consumer	A	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	A _____ is something that a producer makes and offers to consumers to provide satisfaction of the need	production	product quality	goods	materials	B	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQis both quantitative and qualitative needing insight for interpretation of measured data	project	product quality	statistics	research	D	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	_____ is the deliberate, planned and sustained efforts to establish and maintain mutually beneficial relationship between an organisation and public.	public relations	public opinion	public poicy	pressure group	A	<input type="checkbox"/>	eExam
<input type="checkbox"/>	MCQ	_____ links the customer, who is the core to processes practices and activities market	sales	purchase	scale	marketing	D	<input type="checkbox"/>	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	_____ is a formal talk supporting slidings, pictures, data, etc.	press release	presentation	press conference	design	B	eExam
<input type="checkbox"/>	MCQ	_____ again gets 52 percent of all visitors to South Asia.	Japan	India	Spain	China	B	eExam
<input type="checkbox"/>	MCQ	_____ is an element of marketing mix.	promotion	recruitment	advertisement media	discount	A	eExam
<input type="checkbox"/>	MCQ	----- deals with relationship between the organisation and its customers.	tourism	business	marketing	people	C	eExam
<input type="checkbox"/>	MCQ	_____ is one important thing we own to ourselves which has a great effect on our personality development	work	tourism	discipline	fitness	D	eExam

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