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 of ……..and 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 hybrid ……………explains 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: Ssustainable  
  
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