

eExam Question Bank

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	The management of crisis situations is usually hindered by lack of <input type="text"/> , while crisis may be exacerbated by either lack of information or in correct information.	Communication	Communication				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	According to Mill and Morrison (1985), government can stimulate tourism development in <input type="text"/> ways.	Three	Three				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is the process of preparing a set of decisions for action in the future, directed at achieving goals by preferable means.	Planning	Planning				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> refers to formal institutionalized relationships among existing networks of organizations, interests and/ or individuals.	Coordination	Coordination				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Every government must have a policy for tourism both at <input type="text"/> and local level.	National	National				<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is both a field of philosophical enquiry and part of our daily lives, part of the way business is done. It also refers to the code by which human conduct is guided.	Ethics	Ethics				<input type="button" value="eExam"/>

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> Present Value is the most populous techniques that can be used for investment appraisal.	Net	Net				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> term investment entails the initial commitment of capital outlay in a business project in the expectation that resulting future benefits will justify the investment.	Long	Long				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the management process of identifying, anticipating and satisfying customer requirement profitability	Marketing	Marketing				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the process of planning and executing the conception, pricing, promotion and ditribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives (American Marketing Association)	Marketing	Marketing				eExam
<input type="checkbox"/>	FBQ	Tourism concern has been campaigning against travel to Myanmar (<input type="text"/>) because of the policies and the practice of the regime in Myanmar.	Burma	Burma				eExam
<input type="checkbox"/>	FBQ	The marketing process can be considered as the analysis, planning, implementation and <input type="text"/> of marketing (Kotler, 1991).	Control	Control				eExam
<input type="checkbox"/>	FBQ	The four characteristic of tourism include Perishability, Variability, Inseparability and <input type="text"/>	Intangibility	Intangibility				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> Planning Strategies refers to a variety of methods that are employed to encourage tourism development in some areas while relieving pressure on sensitive or already degraded sites.	Spatial	Spatial				eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<p>Land</p> <p>refers to the most common strategy for protecting areas of ecological, scientific, historical, senetic or, in the present context, tourism/recreational importance is designation, whereby identified areas are designated according to necessary degrees of protection.</p>	Designation	Designation				eExam
<input type="checkbox"/>	FBQ	<p>tourism is but one element of an integrated, interdependent set of socio-economic structures within the contemporary countryside.</p>	Rural	Rural				eExam
<input type="checkbox"/>	FBQ	<p>Tourism is widely considered an effective panacea to many of the</p> <p>economic problems facing peripheral rural areas.</p>	Socio	Socio				eExam
<input type="checkbox"/>	FBQ	<p>is the direction and scope of an organization over the long term</p>	Strategy	Strategy				eExam
<input type="checkbox"/>	FBQ	<p>The absence of effective</p> <p>can result in corporate faliure</p>	Strategy	Strategy				eExam
<input type="checkbox"/>	FBQ	<p>Organizations which do not use strategic planning tend to make</p> <p>decisions and be reactive rather than proactive to events</p>	Ad hoc	Ad hoc				eExam
<input type="checkbox"/>	FBQ	<p>All urban tourism development focuses upon the socio-cultural and economic well-being and development of</p> <p>communities.</p>	Local	Local				eExam
<input type="checkbox"/>	FBQ	<p>At a basic level, urban</p> <p>is complex or even a chaotic concept because of the diversity of the contexts in which it occurs.</p>	Tourism	Tourism				eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> _managers are continuously engaged in acts of selection, identifying those aspects of the place they want to bring to the attention of visitors, and interpreting those places for visitors	Site	Site				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> to natural attractions may be motivated by any number of reasons which determine modes of behaviour	Visitors	Visitors				eExam
<input type="checkbox"/>	FBQ	A major consequence of globalization in <input type="text"/> is the issue of matching employee skills with challenging industry requirement.	Tourism	Tourism				eExam
<input type="checkbox"/>	FBQ	Relationships with intermediaries in tourism have changed greatly in recent years, particularly as air <input type="text"/> and other principals hav forged ahead with cost-cutting	Lines	Lines				eExam
<input type="checkbox"/>	FBQ	The effectiveness of GDS at reaching the travel agent market, for example, has to be measured against its high capital and <input type="text"/> _costs.	Transaction	Transaction				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _capping is one means by which savings in the cost of distribution are being made.	Commission	Commission				eExam
<input type="checkbox"/>	FBQ	The tourism industry has been affected more by informaton and <input type="text"/> technology.	Communication	Communication				eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Rosenbloom (1987) adopt the term ' _____' to describe anyone involved in making distribution channel decisions, regardless of his/her job title.	Channel Management	Channel Management					eExam
<input type="checkbox"/>	FBQ	Tourism distribution channels link the different combination of _____ organizations involved in moving tourism products form producer to consumer.	Travel	Travel					eExam
<input type="checkbox"/>	FBQ	The _____ industry has traditionally been characterized by its use of intermediaries.	Tourism	Tourism					eExam
<input type="checkbox"/>	FBQ	_____ integration: this means that a business moves up in the chain to acquire suppliers.	Backward	Backward					eExam
<input type="checkbox"/>	FBQ	_____ integration:forward integration. This is done primarily in two ways.	Vertical	Vertical					eExam
<input type="checkbox"/>	FBQ	There are _____ main diversification strategies	Four	Four					eExam
<input type="checkbox"/>	FBQ	A combination of product and market development is seen through _____ integration where a company seeks to increase its product portfolio through merging with or acquiring another company	Horizontal	Horizontal					eExam
<input type="checkbox"/>	FBQ	Expansion strategies include Market penetration, Product development, and _____	Market development	Market development					eExam
<input type="checkbox"/>	FBQ	The are _____ numbers of expansion startegies	Three	Three					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The _____ _of Tour Operators (FTO) draws attention to the underlying complexities of the industry that affect strategy development	Federation	Federation					eExam
<input type="checkbox"/>	FBQ	_____ __penetration involves an increased share of existing market through tactics such as advertising, TV programme sponsorship, cutting costs and prices, and other promotions	Marketing	Marketing					eExam
<input type="checkbox"/>	FBQ	Rural tourism face a variety of challenges, including all except _____	Adequate funding	Adequate funding					eExam
<input type="checkbox"/>	FBQ	Tourissm concern argues that it is unethical to promote tourism to a _____ regime	Repressive	Repressive					eExam
<input type="checkbox"/>	FBQ	Tourism is widely considered an effective panacea to many of the socio-economic problems facing peripheral _____	Rural areas	Rural areas					eExam
<input type="checkbox"/>	FBQ	_____ is the most under automated segment of the international travel industry	Lodging industry	Lodging industry					eExam
<input type="checkbox"/>	FBQ	Tourism concern has been campaigning against travel to _____	Myanmar	Myanmar					eExam
<input type="checkbox"/>	FBQ	The full meaning of CRO is _____	Central Reservation Offices	Central Reservation Offices					eExam
<input type="checkbox"/>	FBQ	Marketing process can be considered as the analysis, planning, implementation and control of _____ (Kotler,1991)	Marketing	Marketing					eExam
<input type="checkbox"/>	FBQ	Principle of Tourism Management include; Coordination, Collaboration, communication and _____	Commitment	Commitment					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The full meaning of PMS is <input type="text"/>	Property Management Systems	Property Management Systems					eExam
<input type="checkbox"/>	FBQ	Social factors does not constitute a problem to <input type="text"/> tourism	International	International					eExam
<input type="checkbox"/>	FBQ	Degeneration does not have impact on <input type="text"/> tourism	Urban	Urban					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is known for its reputation as the romantic capital of Europe	Paris	Paris					eExam
<input type="checkbox"/>	FBQ	Marketing <input type="text"/> Tourism does not include re-naming the city	Urban	Urban					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> refers to the inability to store a product for sale at a later date	Perishability	Perishability					eExam
<input type="checkbox"/>	FBQ	International Tourism has suffered a variety of environmental, political and <input type="text"/> disasters	Economic	Economic					eExam
<input type="checkbox"/>	FBQ	A number of challenges common to all <input type="text"/> destinations may be identified by modification	Modification	Modification					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> facilitates the management and marketing of tourism organizations	ICT	ICT					eExam
<input type="checkbox"/>	FBQ	International tourism have emerged as one of the world largest and <input type="text"/> growing economic sectors	Fastest	Fastest					eExam
<input type="checkbox"/>	FBQ	In environmental sustainability, the country side is both finite and <input type="text"/>	Fragile	Fragile					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> _investment is defined as an investment philosophy that combines ethical or environmental goals with financial ones	Ethical	Ethical					eExam
<input type="checkbox"/>	MCQ	Which is the starting point in incorporating aesthetic labour into the human resource management of the tourism sector	Recmitment and training	Recmitment and selection	Selection and training	Transformation and selection	B		eExam
<input type="checkbox"/>	MCQ	One of the folowings is not a factor to be considered by site management of natural places in tourism	The nature of the terrain and maintainance of physical infrastructure	Nature of customers	The needs of visitor	The needs for environmental conversation and restoration	B		eExam
<input type="checkbox"/>	MCQ	Information centres are important for the following reasons except	They are sources of information about a place	They are places of visitation in their own right	They fulfil the role of gatekeeper to the attributes of a place	None of the above	D		eExam
<input type="checkbox"/>	MCQ	_____ defined strategy as the direction and scope of an organization over the long term	Batesan	Bauim	Johnson	Thompson	C		eExam
<input type="checkbox"/>	MCQ	The key elements of the external environmental factors that a tourism organization faces include the followings except	Competitive	Political	Geographical	Socio-cultural	D		eExam
<input type="checkbox"/>	MCQ	A competitive environment as far as tourism is concerned can be analyse in how many ways	4	8	2	3	C		eExam
<input type="checkbox"/>	MCQ	Porter's "five forces" model of analyzing a competitive environment include all the followings except	The power of buyers	The power of suppliers	The power of producers	The threats of new entrants	C		eExam
<input type="checkbox"/>	MCQ	Resources in tourism can be classified under how many heading as	6	10	4	8	C		eExam
<input type="checkbox"/>	MCQ	All these affect the demand for turism expect	Consumers expenditure	Deflation	Taxation	Interest rates	B		eExam
<input type="checkbox"/>	MCQ	Efficiency measures the ratio of input to _____	Demand	Supply	Output	Number of produces	C		eExam
<input type="checkbox"/>	MCQ	One of the roles of information in tourism distribution is _____	To help customer in selection process	To help the government in screening process	To enable the board take decisions	To enable the workers get a higher post	A		eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	NTOs stands for	Nigerian Tourists Organizations	National Tourists Organizations	National Television Organizations	Nation Terrorism Organizations	B	eExam
<input type="checkbox"/>	MCQ	Amadens, Europe's largest GDS provides all the following services for airlines except	A fast track to internet sales channels	The capacity to handle multiple sales channels	Seamless sharing to alliance promptness	Provide direct service to customers	D	eExam
<input type="checkbox"/>	MCQ	Marketing and booking systems in an industry is also of known as	Producing	Fining	Listing	Capturing	B	eExam
<input type="checkbox"/>	MCQ	The USA commission capping was estimated to be selling their airline tickets at how many US \$ per day	US \$ 3 million	US \$ 1 million	US \$ 5million	US \$ 8 million	B	eExam
<input type="checkbox"/>	MCQ	All the followings are key themes in the strategic management of human resources in tourism except	Education and training in tourism	The impact of globalization	Cultural content	Daily attendance	C	eExam
<input type="checkbox"/>	MCQ	The characteristics of tourism service operations include all the following features except	Tourism services are independent of time	Tourism services are place dependent	Consumers are always involved in the production process	Tourism services cannot be properly controlled at the factory gate	A	eExam
<input type="checkbox"/>	MCQ	How many types of globalization do we have	1	2	3	4	B	eExam
<input type="checkbox"/>	MCQ	One of the following is not a type of globalization	Political globalization	Social globalization	Economic globalization	Technological globalization	B	eExam
<input type="checkbox"/>	MCQ	Aesthetic labour has been defined as	Supply of services by workers	Unemployed graduates	Supply of embodied capacities and attributes possessed by workers at the point of entry into employment	Supply of goods to tourists centres	C	eExam
<input type="checkbox"/>	MCQ	Vertical integration, Backward integration, and _____ are the main diversification strategies	Cross integration	Forward integration	Diverse integration	Related Diversification	D	eExam
<input type="checkbox"/>	MCQ	The three main expansion strategies include: Market penetration, Product development and _____	External analysis	Internal analysis	Market penetration	Product diversification	C	eExam
<input type="checkbox"/>	MCQ	_____ outlines seven roles of government in tourism	Hall(1994)	Blair (1995)	Telfer (1996)	Witt et al., 1992;182)	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The 'Development first' consist of: Destination environment, Government regulatory framework and _____	Destination Management Decisions	Tourism Management Decisions	Cultural Management Decisions	Events Management Decisions	B	eExam
<input type="checkbox"/>	MCQ	In examining tourism planning _____ developed a continuum from Tourism first to "Development first"	Burns (1999)	Sen's (1999)	Ingham (1993)	Hashimoto (2002)	A	eExam
<input type="checkbox"/>	MCQ	_____ is not among the five forces produced by Porter (1980)	The power buyers	The power of suppliers	The threat of new entrant	The gains of suppliers	D	eExam
<input type="checkbox"/>	MCQ	Stakeholders in British Airways include all except	Directors	Civil servants	Bankers	Key suppliers	B	eExam
<input type="checkbox"/>	MCQ	_____ is not a type of globalization	Sociological	Technological	Political	Economical	A	eExam
<input type="checkbox"/>	MCQ	Factors driving globalization of the tourism industry include all except	Liberalization of air transport	Liberalization in trade services	Liberalization of tourists	Economic integration	C	eExam
<input type="checkbox"/>	MCQ	The characteristics of tourism services operations include all except	Tourism services cannot be inventoried	Tourism services are time dependent	Tourism services are place dependent	Tourism services are tangible	D	eExam
<input type="checkbox"/>	MCQ	Tour operations is characterized by expansion, intense competition, merger and _____	Acquisitions	Turbulence	Monopoly	Oligopoly	A	eExam
<input type="checkbox"/>	MCQ	The upward movement of business to acquire supplier is termed _____	Forward integration	Backward integration	Merged integration	Merging	B	eExam
<input type="checkbox"/>	MCQ	All these are problems associated with distribution of tourism services except	Intangible products	Expensive products	High risk products	Tangible products	D	eExam
<input type="checkbox"/>	MCQ	_____ is the major problem associated with the use of middlemen in the tourism industry	Time management	Compilation of tourists goods	Controlling distribution	Cargo management	C	eExam
<input type="checkbox"/>	MCQ	In Channel Management Issues, channel design can cover all except _____	Channel Manager	The number of intermediaries	The type of intermediaries	The channel participants	A	eExam
<input type="checkbox"/>	MCQ	_____ have greatly influenced the internationalization of the travel industry	Nitch market	Mergers and Acquisitions	Divisions and Subsidiaries	Tourism Practitioners	B	eExam
<input type="checkbox"/>	MCQ	British Airways have opted to outsource core systems, including inventory, inhouse reservation and _____	Airline maintenance	Staff Training	Arrival control system	Departure control system	D	eExam

<input type="checkbox"/>	MCQ	_____ is one means by which savings in the cost of distribution are being made	Commission stamping	Commission gaining	Commission capping	Commission scrapping	C	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	The tourism industry has traditionally been characterized by its use of _____	intermediary	Sole Agents	Travel consultant	Solicitors	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Successful tourism distribution is based on all except	Narrow profit margins	Local Market place	Highly competitive sectors	Intermediary power	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	The statement "development is a highly contested notion which has changed overtime" was made by	Ignam	Telfer	Hashimoto	Basu	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	One of the following is the main institution of a state	Communication agencies	The elected legislatures	Government departments	Ministries and Authorities	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Which of the following is not a variable for Channel design cover	The type of intermediaries	The numbers of intermediaries	Allocation of value adding funtions among the channel participants	Government policies	D	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Four of the top UK travel agencies with 53% capacity registered with ATOL does not include _____	Air tours travel	Gypsom travel	Thompson group	Thomas cook group	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Objectives of an organization can be written in _____ forms	2	1	4	3	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	_____ does not constitute an issue in channel management	Channel design	Market characteristics	Members selection	Management of conflicts	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	The meaning of CAA is _____	Civil Aviation Authority	Census Authentic Authority	Civic Aviation Authority	Civil Authentic Authority	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	GDS stands for _____	Globacom Development Scheme	Global Distribution system	Global Development System	Globe Distribution Scheme	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	_____ is not a reason for the importance of successful tourism distribution	Namiwo profit margins	Intermediary power	Low competitive sectors	The global market place	C	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	External factors affecting international tourism excludes _____	Social factors	Political factors	Economic factors	Environmental disasters	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	The four main diversification strategies does not include _____	Vertical integration	Related divefrsification	Expansion integration	Backward integration	C	<input type="checkbox"/> eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	A problem associated with distribution in tourism is _____	The growth of electronic media	Product awareness	Government policy	Infrastructure	A	eExam
<input type="checkbox"/>	MCQ	Development object of sustainable development does not include	Political freedoms and local decision-making	Satisfaction of basic needs	Opportunity to fulfill potentials	Inconsistent development	D	eExam
<input type="checkbox"/>	MCQ	_____ examine tourism with reference to the use of travel agents as middle men	Pender	Burns	Christopher	Thompson	A	eExam
<input type="checkbox"/>	MCQ	Problems in relation to the distribution of tourism excludes _____	Expensive and high-risk products	Intangible products	No stock holding/display by middle men	Expensive and low-risk products	D	eExam
<input type="checkbox"/>	MCQ	WCED defined sustained development as	Dvelopment for specific people	Meeting the needs of the poor	Meeting the needs of present generation and compromising the needs of future generation	Meeting the need of present generation without compromising the needs of future generation	D	eExam
<input type="checkbox"/>	MCQ	A useful way of analysing the importance of different stakeholders to an organization is _____	Stakeholder analysis	Smart analysis	Customer analysis	Directors analysis	A	eExam
<input type="checkbox"/>	MCQ	In examining Tourism Planning, _____ developed a continuum from 'tourist first' to 'development first'	Davidson	Hashimoto	Burns	Telfa	C	eExam
<input type="checkbox"/>	MCQ	British Airways stakeholders map excludes _____	Workers	Key suppliers	Bankers	Government	D	eExam
<input type="checkbox"/>	MCQ	The meaning of ATOL is _____	Air Tour Organizer's licence	Air Travel Organizer's Licence	Air Travel Organizer's Licencing	Authority's Travel Organizer's Licence	B	eExam

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