

4867-003

## Business Aspects of International Tourism - Sample Questions

1. Which one of the following is the **main** reason why some rides at visitor attractions impose height restrictions?
  - a Health and safety reasons.
  - b Financial reasons.
  - c Government legislation.
  - d Lifestyle issues.
  
2. Which one of the following is **most** likely to provide a customer with a positive first impression of a travel agency?
  - a A tidy, well-organised office.
  - b Knowledgeable staff.
  - c Flexible opening times.
  - d Large choice of brochures.
  
3. Written communication can be more effective than spoken communication because it
  - a always presents a clearer image
  - b is less likely to be misunderstood
  - c always provides a permanent record
  - d is quicker and easier.
  
4. Which one of the following actions should a tour guide take **first** to effectively communicate with a group of tourists?
  - a Speak loudly to attract attention.
  - b Gather the group together before speaking.
  - c Give out leaflets that summarise the speech.
  - d Speak in a variety of different languages.
  
5. Which one of the following is the **main** reason why travel agents use window displays?
  - a Attract passing trade.
  - b Fill empty space.
  - c Promote a particular destination.
  - d Satisfy head office requirements.

6. A logo is **best** described as a
- a product
  - b phrase identifying a company
  - c campaign
  - d symbol identifying a product.
7. Which one of the following is the **main** consideration when booking a presentation venue?
- a Content of the presentation.
  - b Size of the audience.
  - c Timing of the presentation.
  - d Audience participation.
8. Which one of the following is a component of the marketing mix?
- a Needs.
  - b Wants.
  - c Service.
  - d Price.
9. When contacting previous customers, a direct mail out is a valuable method of promotion because it is
- a cheap
  - b quick
  - c targeted
  - d persuasive.
10. A deliberately false description of a holiday package in a travel brochure is **most** likely to have
- a environmental implications
  - b legal implications
  - c social implications
  - d cultural implications.

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**Business Aspects of International Tourism -  
Answers**

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