



HOSPITALITY AND TOURISM CLUSTER CORE

SAMPLE EXAM QUESTIONS

These test questions were developed by the MBA Research Center. Items have been randomly selected from the MBA Research Center's Test-Item Bank and represent a variety of instructional areas. Performance indicators for these test questions are at the prerequisite, career-sustaining, and specialist levels. A descriptive test key, including question sources and answer rationale, has been provided.

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1. What type of debtor-creditor relationship involves the acquisition and use of credit cards?
 - A. Customary
 - B. Unintentional
 - C. Voluntary
 - D. Implied

2. One of the characteristics of the form of business ownership known as an LLC is that
 - A. this kind of business can last indefinitely.
 - B. it is required to have at least three owners (members).
 - C. the IRS collects taxes based on the LLC's gross income.
 - D. the owners' personal property cannot be taken to pay the business's debts.

3. A community experiences an increase in food and beverage taxes. How might the tax increase impact the hospitality industry in the community?
 - A. The tax increase forces hotels to increase their room rates on a seasonal basis.
 - B. Hotel restaurants and banquet facilities generally increase the prices of their products.
 - C. Hotels have more unoccupied rooms because consumers have less discretionary income.
 - D. Most hospitality businesses are not affected by changes in taxation rates.

4. A business that makes sure that a line of seasonal goods is in stock and on display when the first advertisement appears in the newspaper is coordinating channel management with
 - A. pricing.
 - B. visual merchandising.
 - C. promotion.
 - D. public relations.

5. Which of the following actions are foreign hotel chains taking that most encourages bookings by travel agents in a different country:
 - A. Providing a website with secure online booking capabilities
 - B. Listing a toll-free number to call to book reservations
 - C. Paying commissions in the travel agents' currency
 - D. Renovating the hotel chain to provide the comforts and conveniences found in the home country

6. Which of the following business resources provides information about the company's dress codes and vacation policies, and general rules for appropriate behavior:
 - A. Personnel record
 - B. Productivity manual
 - C. Customer newsletter
 - D. Employee handbook

7. What should employees be willing to accept when defending their ideas objectively?
 - A. Additional responsibility
 - B. Critical feedback
 - C. Nonverbal support
 - D. Personal attack

8. Which of the following is typically the first step in holding a group discussion:
 - A. Make sure group members understand the group's purpose.
 - B. Find out what group members know about the subject.
 - C. Summarize what the group has said during the discussion.
 - D. Build on another group member's comment.

9. Why is it important for speakers to rehearse an oral presentation?
 - A. Rehearsing allows the speaker to analyze the accuracy of the message content.
 - B. Rehearsing encourages the speaker to develop the notes for the presentation.
 - C. Rehearsing helps the speaker improve the delivery of the message.
 - D. Rehearsing provides the speaker with verbal feedback from the intended audience.

10. An employee is preparing a formal report and must present important facts in the sequence in which they occurred. The employee should prepare the report by presenting the information in _____ order.
 - A. concurrent
 - B. inverted
 - C. chronological
 - D. reverse

11. Businesspeople need to use the correct words in written communication in order to make sure that the receiver _____ the message.
 - A. understands
 - B. agrees with
 - C. accepts
 - D. approves of

12. A memorandum is typically used for communication that takes place
 - A. between friends.
 - B. among competitors.
 - C. infrequently.
 - D. within a business.

13. Every Friday, Odessa is supposed to remind employees to complete and sign their time sheets before going home for the weekend. What is the most appropriate channel for Odessa's reminder to employees?
 - A. Fax
 - B. Email
 - C. Phone
 - D. Letter

14. What trait is being demonstrated when employees treat customers with respect and without prejudice?
 - A. Honesty
 - B. Integrity
 - C. Consideration
 - D. Empathy

15. What is the first step in handling customer complaints?
 - A. Let the customer explain the problem.
 - B. Call the manager for assistance.
 - C. Ask the customer to be brief.
 - D. Make a record of all the facts.

16. The ABC corporation's privacy policy states that the company will maintain the confidentiality of its customers' information at all times. Which of the following would be a violation of that policy?
 - A. Allowing customers the ability to opt-out of the email updates that the business provides
 - B. Implementing a frequent-buyers program for the business's customers
 - C. Collecting customer information with authorization to develop a customer profile
 - D. Selling customer lists without the customers' consent to third parties

17. The Abbey Hotel uses multiple channels of distribution so that
 - A. housekeeping has multiple opportunities to clean guest rooms.
 - B. there are multiple ways for guests to reserve their rooms.
 - C. the hotel manager has multiple chances to speak with staff.
 - D. the hotel restaurant offers a multitude of menu choices.

18. Form utility applies only to tangible goods such as
 - A. doctor's advice.
 - B. sweatshirts.
 - C. movie tickets.
 - D. dry cleaning.

19. Producers are willing to manufacture more of a product when
 - A. its selling price is increased.
 - B. its selling price is decreased.
 - C. production costs are increased.
 - D. demand for the product is decreased.

20. Businesses that contribute money to local educational, cultural, and training programs are showing social responsibility to their
 - A. stockholders.
 - B. employees.
 - C. customers.
 - D. communities.

21. The owner of a small company decides to stock a new product. Which business activity should the owner use to inform potential customers about the new product?
 - A. Management
 - B. Finance
 - C. Marketing
 - D. Production

22. How has the spread of capitalism in the world since the early 1990s affected business?
 - A. It has led to improvements in technology.
 - B. It has encouraged the growth of a global economy.
 - C. It has provided increased protection for domestic businesses.
 - D. It has reduced labor costs.

23. Which phase of the business cycle would most likely have an unfavorable effect on the business environment:
 - A. Contraction
 - B. Expansion
 - C. Maturity
 - D. Remission

24. The formula that is generally used to measure productivity is
 - A. labor divided by resources.
 - B. outputs divided by inputs.
 - C. goods divided by time.
 - D. inputs divided by labor.

25. One way that businesses can encourage economic growth without increasing their investment in labor and capital is by
 - A. applying for business loans.
 - B. asking the government to freeze wages.
 - C. increasing their productivity.
 - D. buying larger amounts of capital goods.

26. Which of the following is **not** a benefit of maintaining a positive attitude:
 - A. Learning new skills more easily
 - B. Earning fame and money
 - C. Achieving your goals
 - D. Enjoying better personal relationships

27. Brianna knows that traffic jams cause her stress, so she drives to work before the rush hour whenever possible. Brianna is using
- the reward technique.
 - stimulus control.
 - the punishment technique.
 - extinction.
28. Gestures are classified as part of _____ communication.
- audiovisual
 - written
 - verbal
 - nonverbal
29. Negotiators decide how to get what they want by
- making demands.
 - developing strategies.
 - establishing rules.
 - being aggressive.
30. The first step in resolving a conflict occurs when one of the two people
- asks for a third party's opinion.
 - discusses resolution options.
 - remains calm and objective.
 - acknowledges the conflict.
31. Which of the following is **not** a behavior of an achievement-oriented person:
- Not being satisfied with current performance
 - Taking responsibility
 - Taking big risks
 - Producing high-quality work
32. Which of the following is a true statement about change:
- Everyone reacts differently to change.
 - Change can be avoided.
 - Change comes in only one form.
 - All changes are good.
33. Effective coaches are patient, dependable, and
- critical.
 - approachable.
 - distracted.
 - entertaining.
34. Which of the following is a tip that you should follow about office politics:
- Work hard.
 - Voice your opinions readily.
 - Keep to yourself.
 - Listen and observe others.
35. When Brandon lost his job due to downsizing, the government sent him an unemployment check to help him cover his living expenses until he found another job. What is Brandon's source of income?
- Transfer payment
 - Rebate
 - Refund
 - Wage garnishment

36. Which of the following is a reason that businesses extend credit to customers?
- A. To take advantage of the convenience
 - B. To purchase stock as needed
 - C. To save money
 - D. To be competitive
37. Developing a personal budget is an effective way to
- A. manage money.
 - B. pay bills.
 - C. calculate assets.
 - D. increase debt.
38. On January 3, Anna mailed her credit card payment, which was due on January 5. The credit card issuer received the payment on January 7. What most likely appeared on Anna's credit card statement the following month?
- A. Late fee
 - B. Application charge
 - C. Processing charge
 - D. Over-limit fee
39. Which of the following is the type of organization that a person can contact to verify that his/her credit-history report is accurate:
- A. Debt collection agency
 - B. Credit compliance office
 - C. Judicial bankruptcy court
 - D. Authorized credit bureau
40. Electrical storms, floods, and earthquakes are examples of _____ risk.
- A. human
 - B. marketing
 - C. natural
 - D. economic
41. When a business buys buildings, vehicles, and equipment, money is flowing out of the business to acquire
- A. assets.
 - B. products.
 - C. staples.
 - D. supplies.
42. Balancing the business's objective to make a profit with the interests of all the business's stakeholders is a primary consideration related to the business's
- A. maintenance activities.
 - B. creative processes.
 - C. financial ethics.
 - D. forecasting methods.
43. Which of the following procedures is usually a part of the new-employee orientation process:
- A. Tour of the facilities
 - B. On-the-job training
 - C. Meeting with a counselor
 - D. Evaluation of performance

44. Which of the following is a situation that illustrates a hospitality/tourism business collecting primary marketing information:
- A. A corporate conference planner reads a trade publication to obtain information about trends in the event-planning industry.
 - B. A car-rental company obtains a research report about travelers' automobile preferences from a professional association's website.
 - C. A motel housekeeping employee delivers extra towels to a guest's room and asks the guest if s/he needs anything else.
 - D. A hotel sales representative follows up with clients to get feedback about their experiences with the facility's banquet services.
45. Melissa wants to determine the market size of the bed-and-breakfast lodging market in Mariopolis County. There are 3,500 customers in the market. An average customer in the market stays at a bed-and-breakfast approximately four nights per year. The price of an average bed-and-breakfast room is \$175. What is the estimated size of the Mariopolis County bed-and-breakfast lodging market?
- A. \$2,450,000
 - B. \$153,125
 - C. \$1,225,000
 - D. \$628,250
46. If 12 people buy a certain product once a month, 18 people buy the product twice a month, 15 people buy the product three times a month, 14 people buy the product four times a month, and 11 people buy the product five times a month, what is the mode?
- A. 18
 - B. 2
 - C. 5
 - D. 14
47. To make sure the purpose of the content is clear, the data that are placed in a table should be
- A. properly labeled.
 - B. included in the appendices.
 - C. attractively presented.
 - D. placed in the report's margins.
48. What can business professionals do during oral presentations to ensure their audiences' understanding of marketing-research findings?
- A. Speak very slowly
 - B. Repeat minor points
 - C. Include humor whenever possible
 - D. Use clear, concise language
49. A buying decision begins with a(n)
- A. choice.
 - B. need.
 - C. information search.
 - D. assessment of options.
50. One of the characteristics of travel and tourism marketing is that it has a significant impact on
- A. world climates.
 - B. social sciences.
 - C. historical facts.
 - D. local economies.

51. What is the first factor that should be considered when developing a travel and tourism package for a specific market segment?
 - A. Age, gender, and income of the market
 - B. Identity, accessibility, and durability of the market
 - C. Economic conditions of the destination
 - D. Most appropriate advertising medium

52. Which of the following is an example of a business applying information to accomplish a task:
 - A. Reviewing data on trends to develop new products
 - B. Conducting research on consumer preferences
 - C. Developing questionnaires for local surveys
 - D. Examining promotional activities of competitors

53. Which of the following is a trend in information management:
 - A. Increased compliance laws and regulations
 - B. Decreased competition
 - C. Decreased number of electronic documents
 - D. Increased number of workers in the office

54. When using a word-processing computer program, which of the following functions allows a user to remove text from one part of the document and place in another part of the document:
 - A. Copy, paste
 - B. Cut, paste
 - C. Find, replace
 - D. Delete, replace

55. The primary purpose of collaborative software applications in the business environment is to
 - A. interpret data.
 - B. share information.
 - C. archive old documents.
 - D. maintain authority.

56. What is needed to post a web page to a website?
 - A. PDF reader
 - B. Web server
 - C. Wireless router
 - D. Affiliate partner

57. One of the reasons why a chain of hotels might analyze and interpret the marketing information contained in databases is to
 - A. survey guests.
 - B. compare variables.
 - C. tabulate findings.
 - D. organize products.

58. What is one reason that a business might make its financial records available to a bank?
 - A. To obtain credit
 - B. To pay a mortgage
 - C. To deposit funds
 - D. To open an account

59. Which of the following is **not** an example of demographic data:
 - A. Education
 - B. Employment status
 - C. Need for convenience
 - D. Religious affiliation

60. One way that businesses maintain the security of data that they send over the Internet to clients is by using a software program that prevents a(n)
- A. search engine from being used.
 - B. virus from being downloaded.
 - C. attachment from being included.
 - D. document from being forwarded.
61. What type of safety hazard might be created by plugging too many machines or appliances into one wall outlet?
- A. Material
 - B. Production
 - C. Electrical
 - D. Operational
62. The project manager controls what the project will and will **not** do, known as the project's
- A. scope.
 - B. budget.
 - C. plan.
 - D. schedule.
63. To help project managers identify the resources needed for a project, they often develop
- A. schedules.
 - B. checklists.
 - C. timelines.
 - D. summaries.
64. Project managers think through the flow of information needed for project success while creating the
- A. quality-management plan.
 - B. change-management plan.
 - C. communications plan.
 - D. risk-management plan.
65. The production activity that obtains all the resources needed for production to take place is
- A. dispatching.
 - B. scheduling.
 - C. routing.
 - D. purchasing.
66. Supervising business and manufacturing processes to ensure quality and efficiency is a quality-control method known as
- A. statistical process control.
 - B. concurrent engineering.
 - C. process performance management.
 - D. the Taguchi method.
67. Which of the following is a reason why hospitality and tourism businesses try to decrease their operating expenses:
- A. To improve service
 - B. To promote efficiency
 - C. To expand sales
 - D. To increase profit

68. Which of the following is a procedure that a tour operator might use when handling emergency situations such as natural disasters:
- A. Provide medical advice
 - B. Assist with evacuation
 - C. Protect private property
 - D. Activate alarm system
69. Using an orderly and systematic approach to jobs should make a worker more
- A. productive.
 - B. open-minded.
 - C. careless.
 - D. tense.
70. Ron has developed the habit of evaluating his goals on a monthly basis. During this time, he checks off goals that he has achieved and modifies others as necessary. Ron is very good at choosing goals that are realistic, attainable, and challenging. He can set up steps to achieve them. Unfortunately, Ron only achieves 25% of his goals. Ron could improve his rate of goal attainment by
- A. avoiding writing down goals.
 - B. describing the benefits of setting goals.
 - C. telling others about his goal.
 - D. lowering his standards and setting unrealistic goals.
71. An effective time-management approach for the manager of a large staff of employees would be to
- A. build flexibility into his/her schedule.
 - B. fill each day's work schedule completely.
 - C. block off six hours of uninterrupted work time daily.
 - D. delegate most managerial responsibilities to an assistant.
72. Lauren was filling out an employment application and encountered a question for which she was unsure of the answer. What should she do?
- A. Leave a blank space
 - B. Write in "unknown"
 - C. Make up an answer
 - D. Mark down "personal"
73. What information should appear in the first paragraph of a letter of application?
- A. Telephone number
 - B. Salary requirements
 - C. Job applying for
 - D. Name of applicant
74. The American Marketing Association and the Canadian Marketing Association are examples of
- A. focus groups.
 - B. trade associations.
 - C. support groups.
 - D. professional organizations.
75. One of the services provided by some professional organizations in the travel and tourism industry is training that leads to obtaining
- A. college degrees.
 - B. firsthand experience.
 - C. certification.
 - D. online instruction.

76. The Gray Line bus company offers bus tours in various cities throughout the United States. Gray Line is included in which of the following components of the travel and tourism industry:
- Wholesale distribution
 - Hospitality
 - Travel mart
 - Ground transportation
77. Renaissance is a prestigious cruise line that offers luxury accommodations and charges premium prices. What factor affecting price of travel products does this illustrate?
- Discriminatory pricing
 - Corporate image and positioning
 - Competitive pricing
 - Corporate objectives
78. Which of the following would be the best option for restaurant managers to do to encourage the identification of new product ideas:
- Encourage their trade association to regularly submit new product ideas to local restaurants
 - Encourage competitors to recommend new product ideas
 - Encourage family members to generate new product suggestions and ideas
 - Encourage employees to report new product ideas from other restaurants they visit
79. Which of the following is not a guide that a business should use in determining what to purchase:
- Product catalogs
 - Sales records
 - Owner interest
 - Trade associations
80. What is the core product that cruise lines provide passengers?
- Luggage handling
 - Entertainment
 - Food service
 - Transportation
81. Tony owns a charter fishing boat business on the Outer Banks of North Carolina. Which of the following websites would you recommend for Tony to place a pay-per-click advertisement:
- www.surfboardsusa.net
 - www.obxbaitandtackle.com
 - www.redlobster.com
 - www.whitewaterrafting.net
82. Which of the following is an action that is most likely to improve a hospitality business's Internet search-engine rankings:
- Including cascading style sheets
 - Including unrelated jargon in anchor text
 - Using underscores to separate key words
 - Using key words in URLs
83. One week prior to its official grand opening, Wacky Wild Fun Park invited 200 teenagers to a complimentary "sneak preview Saturday" of all that the amusement park has to offer—its rides, food, and entertainment. At the end of the day, as each teen passed through the exit gate, park employees gave each guest five Wacky Wild Key chains to pass on to her/his friends. Park employees also reminded the departing guests to tell their friends about all the fun they had at the amusement park. This is an example of
- merchandising.
 - personal selling.
 - print advertising.
 - buzz marketing.

84. Which of the following target markets is most likely to respond favorably to a viral marketing campaign that includes an interactive game:
- A. Male professionals aged 22 to 29
 - B. Female professionals aged 22 to 29
 - C. Male professionals aged 30 to 36
 - D. Female professionals aged 30 to 36
85. An important consideration in selecting a customer evangelist for a restaurant is
- A. the size of the person's social circles.
 - B. the person's educational background.
 - C. the person's work schedule.
 - D. the person's political affiliation.
86. Every year, a well-known female talk-show host discusses a variety of products that she likes on the "favorite things" episode of her syndicated television show. This is an example of a celebrity engaging in
- A. word-of-mouth marketing.
 - B. sponsorship activities.
 - C. online-advertising strategies.
 - D. customized communication.
87. The primary goal of effective Internet advertising copy is to
- A. include as much text as possible.
 - B. provide personal opinions.
 - C. create a sense of urgency.
 - D. use humor to convey the message.
88. An important purpose of checking a business's advertising proofs is to
- A. compare the ad with competitors' ads.
 - B. determine how long the ad should be run.
 - C. make sure the firm's name is correct.
 - D. select the media that will present the ad.
89. Which of the following is a community issue that a business might decide to become involved with and support:
- A. Truth in lending
 - B. Consumer rights
 - C. Food for the needy
 - D. Personal ethics
90. Which of the following activities occurs during the **planning** phase of the website development process:
- A. Designing the page layout
 - B. Writing easy-to-understand copy
 - C. Determining how to take orders
 - D. Ensuring compatibility of website with browsers
91. When a business negotiates a contract that requires the vendor to arrange for transportation, the business is negotiating the
- A. logistics.
 - B. premiums.
 - C. payments.
 - D. allowances.

92. Which of the following should be included in a news release:
- A. Trite expressions
 - B. White space and logo
 - C. Who, what, when, why, and where
 - D. Copy, illustration, and headline
93. Which of the following is part of maintaining an interior display:
- A. Putting up a new backdrop
 - B. Replacing merchandise as it is sold
 - C. Changing the color scheme
 - D. Putting up new fixtures and lighting
94. If a hotel chain wants to track the number of times that Internet users access its website through an ad placed on another website, what marketing metric should be used?
- A. Click-through rate
 - B. Gross page impressions
 - C. Cost per click
 - D. Transactions per hour
95. The Ramada Inn is a sponsor of the annual "Festival of Trees," which raises money for a local women's shelter. This is an example of
- A. product mix.
 - B. endorsement.
 - C. promotion.
 - D. marketing mix.
96. The Premier Hotel inserts a coupon offering a midweek special in the local newspaper. What type of promotional activity is the hotel using?
- A. Advertising
 - B. Public relations
 - C. Selling
 - D. Sales promotion
97. When customers appear to be browsing, the best approach for the salesperson to use would be to
- A. let the customer browse at his/her leisure.
 - B. greet promptly and close the sale quickly.
 - C. greet and be available for service/information.
 - D. wait for the customer to initiate contact.
98. In order to effectively sell services to customers, salespeople should be able to clearly explain the _____ of those services.
- A. benefits
 - B. assets
 - C. goals
 - D. traits
99. Car rental agents usually suggest that customers rent a larger car than the one requested online. This technique is known as
- A. substitute selling.
 - B. upselling.
 - C. suggestion selling.
 - D. outsourcing.

100. A restaurant is featuring a two-for-one dinner special that offers the lower priced dinner for free. What amount should a server deduct from the bill if a party of three orders a \$12.99 dinner, a \$15.99 dinner, a \$10.99 dinner, three beverages at \$2.29 each, and one \$5.99 dessert?
- A. \$16.98
 - B. \$12.99
 - C. \$13.28
 - D. \$10.99

1. C
Voluntary. The debtor is the individual or business that owes money to another individual or business (creditor). An individual or business that obtains a credit card from a financial institution or retailer is entering into a voluntary debtor-creditor relationship, which means that both the debtor and the creditor enter the relationship willingly and understand the risks and expectations regarding the extension and use of credit. Unintentional, customary, and implied are not types of debtor-creditor relationships.
SOURCE: BL:071
SOURCE: Business Owner's Toolkit. (2012, May 24). *Understanding the debtor-creditor relationship*. Retrieved July 31, 2014, from <http://www.bizfilings.com/toolkit/sbg/run-a-business/assets/understanding-debtor-creditor-relationship.aspx>
2. D
The owners' personal property cannot be taken to pay the business's debts. An LLC (limited liability company) form of business ownership is growing in popularity because of some of the ways it benefits its owners. One of these is that the owners' personal property cannot be taken by creditors to satisfy the debts of the LLC. Other characteristics of the LLC include its limited life and taxation of the owners' income rather than the LLC's income. LLCs may need to have at least one or two members but does not necessarily set a minimum of three members.
SOURCE: BL:003
SOURCE: BL LAP 1—Own It Your Way (Business Ownership)
3. B
Hotel restaurants and banquet facilities generally increase the prices of their products. When a community's leaders create legislation to increase taxes for food and beverage products, the businesses that supply the products pass the tax increase to the consumer by raising prices on the products. The types of businesses that provide food and beverage products include hotel restaurants and banquet facilities. A tax increase in a certain community does not necessarily lead to less discretionary income for all consumers of the hospitality product. If the hospitality segment in the community is comprised of more restaurants than lodging facilities, then most of the hospitality businesses in the community are affected by the tax increase. Food and beverage tax increases do not necessarily affect the price of the lodging product since some lodging facilities (e.g., economy) do not offer food and beverage products. Because some lodging facilities do not offer food and beverage product, tax increases do not necessarily force lodging facilities to increase room rates on a seasonal basis.
SOURCE: BL:065
SOURCE: Kurtz, D. (2013). *Contemporary marketing: 2013 edition* (p. 658). Mason, OH: South-Western, Cengage Learning.
4. C
Promotion. Coordinating channel management with other marketing activities such as promotion is important to businesses because they need to have the goods in stock when they are advertised. Businesses that promote goods they do not have in stock or on display run the risk of irritating customers who want to buy the items. Businesses usually make sure that seasonal items will be delivered in sufficient quantities and in time to be on display when the first advertisement appears. Visual merchandising is display of merchandise in a store or department but does not involve having the goods in stock. Pricing involves determining and adjusting prices to maximize return and meet customers' perceptions of value. Public relations is a function of business that aims to establish good relations between the business and the public.
SOURCE: CM:007
SOURCE: Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.) [pp. 10-11, 12-17, 44-45]. Upper Saddle River, NJ: Prentice-Hall.

5. C
 Paying commissions in the travel agents' currency. This makes it convenient for travel agents and saves having to pay bank fees for converting the money. In this way, travel agents receive the full amount of their commissions. The other alternatives will encourage individual as well as travel agent bookings but not to the extent of paying commissions in the travel agent's currency.
 SOURCE: CM:008
 SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [p. 332]. Boston: Prentice Hall.
6. D
 Employee handbook. Businesses often develop employee handbooks that provide information about their general policies and procedures. For example, a business might outline overtime and vacation policies, disciplinary and grievance procedures, pay schedules, dress codes, and behavioral expectations in its employee handbook. Employee handbooks are usually given to new employees when they first start their jobs. Productivity manuals, customer newsletters, and personnel records are not sources that workers use to obtain information about a company's general policies and procedures for employees.
 SOURCE: CO:057
 SOURCE: Clark, B., & Commers, J. (2013). *Entrepreneurship* (pp. 400-401). Tinley Park, IL: The Goodheart-Willcox Co.
7. B
 Critical feedback. When employees present their ideas to management or coworkers, they should be prepared to defend those ideas and provide supporting information. They also should be willing to accept critical feedback because others might not agree with the ideas or have different opinions. Being prepared will help employees remain objective and be able to offer logical evidence to back up their ideas. Critical feedback is often useful because it allows employees to view their ideas from a different perspective. Defending ideas usually does not involve accepting additional responsibility or nonverbal support. It is not acceptable to attack employees on a personal level because of their ideas.
 SOURCE: CO:061
 SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (pp. 204-205). New York: Glencoe/McGraw-Hill.
8. A
 Make sure group members understand the group's purpose. The first step in holding a group discussion is typically making sure that everyone understands the group's purpose and reason for having the discussion. If group members don't know the desired outcome of the discussion, the discussion itself is much less likely to be productive. After making sure that everyone knows the group's purpose, it is important for the group members to agree on some ground rules for the discussion. Then, it's wise to find out what group members know about the subject. Anyone with knowledge of the subject should share what s/he knows about it so that the entire group can begin from the same starting point. It is not possible to build on another group member's comment until someone else in the group contributes to the discussion. You must also wait until later in the discussion to summarize what the group has said during the discussion itself.
 SOURCE: CO:053
 SOURCE: QS LAP 29—Put in Your Two Cents
9. C
 Rehearsing helps the speaker improve the delivery of the message. Rehearsing the presentation provides the speaker with an opportunity to make sure that s/he is speaking at the appropriate pitch. It is also a chance to monitor nonverbal behavior such as distractive gestures or mannerisms (e.g., swaying). Presentation rehearsal allows the speaker to time the presentation and decide what revisions are needed before the final event. Presentation notes are developed before rehearsal. The accuracy of the message content should be verified at the time the presentation is developed. Verbal feedback from the intended audience is provided at the final event, not at the rehearsal.
 SOURCE: CO:025
 SOURCE: Miculka, J. (2007). *Speaking for success* (2nd ed.) [p. 214]. Mason, OH: Thomson South-Western.

10. C
 Chronological. When describing a process or historical information, the writer may need to present the facts in chronological order. By describing the steps or events in the sequence in which they occur, the writer is presenting the information in a logical manner, which helps the readers understand the content. When presenting information in an inverted order, the writer is describing the steps or processes in reverse order. Concurrent means that activities are being performed at the same time.
 SOURCE: CO:086
 SOURCE: Malamed, C. (2014). *Ways to organize information*. Retrieved July 31, 2014, from http://thelearningcoach.com/elearning_design/we-design-information-too/
11. A
 Understands. Using the correct words in written communication is one way for businesspeople to make sure that the receiver understands the message. Correct and accurate language usage generally conveys the intended message and makes it easier for people to understand. Using the correct words will not necessarily ensure that the receiver accepts, agrees with, or approves of the message.
 SOURCE: CO:016
 SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [pp. 134-135]. Upper Saddle River, NJ: Pearson Prentice Hall.
12. D
 Within a business. Memorandums are a frequently used form of brief, written communication exchanged by people within an organization. Memorandums are rarely used among competitors or between friends.
 SOURCE: CO:094
 SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 203). Columbus, OH: Glencoe/McGraw-Hill.
13. B
 Email. The most appropriate communication channel for routine workplace messages such as Odessa's reminder to employees is email. Since her message is likely to be the same each week, she can write the reminder once and then set up her email program to automatically send the message to each employee at the end of each week. Phoning each employee to remind him/her would be very time-consuming. Every employee probably does not have her/his own fax machine. Sending a letter to each employee every week via the postal service would be expensive.
 SOURCE: CO:092
 SOURCE: Cherp, A. (2013, September 28). *When and how to use email reminders*. Retrieved July 31, 2014, from <http://blog.macademic.org/2013/09/28/when-to-use-email-reminders/>
14. C
 Consideration. Employees should treat others, whether they are customers, coworkers, or supervisors, with consideration. This means being helpful and respectful and not being prejudiced. Business image, work environment, and employees' personal images are all reflected in the manner in which people are addressed. Empathy is the ability to put oneself in another's place. Honesty and integrity refer to a person's truthfulness and ethics.
 SOURCE: CR:003
 SOURCE: CR LAP 1—Accentuate the Positive (Nature of Customer Relations)
15. A
 Let the customer explain the problem. Until it is determined otherwise, one should assume that the complaint is legitimate. After the customer's explanation, ask whatever questions may be necessary to obtain facts needed in solving the problem. Asking the customer to be brief may anger the customer. The manager should not be called unless you cannot handle the situation to the customer's satisfaction.
 SOURCE: CR:010
 SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [p. 550]. Tinley Park, IL: The Goodheart-Willcox Co.

16. D
Selling customer lists without the customers' consent to third parties. It is unethical for a business to sell its customers' information to third parties without the customers' permission because it is a breach of privacy. When privacy is breached, trust is broken, and customers may defect to the business's competitors. Implementing a frequent-buyers program, collecting information with authorization, and allowing customers to opt-out of email updates are ethical actions.
SOURCE: CR:017
SOURCE: Carter, S. (n.d.). *How to protect customer privacy*. Retrieved July 31, 2014, from <http://www.howtodothings.com/business/protect-customer-privacy>
17. B
There are multiple ways for guests to reserve their rooms. Many hotels and resorts have multiple channels of distribution so that they reach more guests and provide guests with more ways to reserve their rooms. Guests may reserve their rooms by telephone, in person, through the mail, over the Internet, and through a myriad of central reservation systems. However, multiple channels of distribution for reservations do not provide housekeeping with multiple opportunities to clean guest rooms, hotel managers with multiple chances to speak with staff, or the hotel restaurant with a multitude of menu choices.
SOURCE: DS:075
SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [p. 251]. Tinley Park, IL: Goodheart-Willcox Company.
18. B
Sweatshirts. Form utility is usefulness created by altering or changing the form or shape of a good to make it more useful to the consumer. Tangible items are goods that can be seen or touched. Sweatshirts are tangible and acquire form utility when the producer makes them from fabrics. Movie tickets, a doctor's advice, and dry cleaning are all intangible services.
SOURCE: EC:004
SOURCE: EC LAP 13—Use It (Economic Utility)
19. A
Its selling price is increased. The law of supply states that the quantity of a good or service that will be offered for sale varies in direct relation to its selling price. Producers are willing to manufacture more of a product when its selling price is increased because it is more profitable to do so, if costs remain the same. Price decreases, demand decreases, and production cost increases influence producers to manufacture less of a product.
SOURCE: EC:005
SOURCE: EC LAP 11—It's the Law (Supply and Demand)
20. D
Communities. Social responsibility is the duty of business to contribute to the well-being of society. Many of the decisions that business owners make affect not only the business but the community in which the business exists. One way that businesses demonstrate social responsibility to their communities is by contributing money to local educational, cultural, and training programs. Businesses use other methods to demonstrate social responsibility toward their employees, customers, and stockholders.
SOURCE: EC:070
SOURCE: EC LAP 20—Business Connections (Business and Society)
21. C
Marketing. Marketing is the process of creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders. The marketing process provides consumers with a variety of goods and services from which to choose. Finance involves obtaining and using funds. The management process includes coordinating necessary resources to meet the day-to-day and long-term business operations. Production includes combining the human, natural, and capital resources to produce the desired goods or services.
SOURCE: EC:071
SOURCE: EC LAP 19—Strictly Business (Business Activities)

22. B
It has encouraged the growth of a global economy. The spread of capitalism throughout the world has given businesses opportunities to expand and reach new markets, thereby encouraging the growth of a global economy. Improvements in technology may have hastened the growth of capitalism, but not vice versa. The spread of capitalism has increased competition worldwide, not protecting domestic businesses. When companies move facilities to other countries with lower labor costs, they are able to reduce their labor expense. However, the spread of capitalism in the world has not decreased labor costs.
SOURCE: EC:104
SOURCE: EC LAP 22—Stretch Your Boundaries (Global Environment's Impact on Business)
23. A
Contraction. Businesses are affected by external factors, which include changes in the business cycle. The business cycle refers to the periods of expansion and contraction in economic conditions. When the economy is strong and growing (expansion), businesses tend to make profits, expand operations, and hire more employees. When the economy is on a downswing (contraction), businesses often experience lower sales and profits, which has an unfavorable effect on the business. If a business's sales and profits continue to decrease over time, it may lay off workers to cut costs, so it can continue to operate. Maturity is a stage in a product's life cycle. Remission is not a phase in the business life cycle.
SOURCE: EC:105
SOURCE: EC LAP 26—What's Shakin'? (Factors Affecting Business Environment)
24. B
Outputs divided by inputs. The formula for calculating productivity is goods and services produced (outputs) divided by the resources utilized to produce the goods (inputs). Labor is one of several resources available for use. Goods are only one type of output, and time is only one of several resources.
SOURCE: EC:013
SOURCE: EC LAP 18—Make the Most of it (Productivity)
25. C
Increasing their productivity. A productivity increase is an increase in production brought about by more efficient use of the same amounts of labor and capital. The business does not hire more workers, buy more capital goods, or borrow more funds but increases the output from the resources at hand, which usually results in economic growth. Government would not freeze wages at the request of businesses but only under conditions of national emergency.
SOURCE: EC:017
SOURCE: EC LAP 1—Measure Up? (Gross Domestic Product)
26. B
Earning fame and money. Having a positive attitude can help you be more successful in life, but it does not guarantee fame or money. Benefits of having a positive attitude do include learning new skills more easily, achieving your goals, and enjoying better personal relationships.
SOURCE: EI:019
SOURCE: EI LAP 3—Opt For Optimism (Positive Attitude)
27. B
Stimulus control. Stimulus control occurs when a person attempts to avoid situations that cause him/her stress. The reward technique involves positive reinforcement given for showing self-control. The punishment technique is used when negative reinforcement is given for losing self-control. Extinction is the act of withholding reinforcement in order to change a behavior.
SOURCE: EI:025
SOURCE: EI LAP 14—Control Yourself! (Demonstrating Self-Control)

28. D
Nonverbal. Gestures such as pointing, arm-waving, or use of the hands to make a point are part of body language. This kind of communication is nonverbal because it occurs without words. Written communication is any form of communication in writing, such as a letter or magazine article. Verbal communication involves the use of words. Audiovisual communication includes any type of message transmitted through the use of media such as films.
SOURCE: EI:007
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [pp. 45-55]. Upper Saddle River, NJ: Pearson Prentice Hall.
29. B
Developing strategies. When people are developing strategies (strategizing), they are coming up with a plan of action to accomplish something. Strategizing for a negotiation involves anticipating the other person's negotiating styles and strategies, and then planning appropriate responses. This helps the negotiator prepare for different situations, which often lets him/her identify the most-likely-to-succeed approach for getting what s/he wants. Establishing ground rules with the other party can facilitate a fair negotiating environment, but having ground rules may not result in a favorable outcome for one or both parties. Aggressive behavior is conduct based on a willingness to ignore the rights of others and to take advantage of them to achieve personal goals. Negotiators do not decide how to get what they want by making demands, sympathizing, or being aggressive.
SOURCE: EI:062
SOURCE: EI LAP 8—Make It a Win-Win (Negotiation in Business)
30. D
Acknowledges the conflict. You need to recognize, or admit, that a disagreement exists before you can take action to resolve it. Therefore, acknowledging the conflict is the first step in resolving a disagreement. Options cannot be discussed until the conflict is recognized. The people should remain calm and fair during the conflict confrontation. Conflict resolution does not always require a third party's opinion.
SOURCE: EI:015
SOURCE: EI LAP 7—Stop the Madness (Conflict Resolution in Business)
31. C
Taking big risks. Taking big risks is not a behavior of an achievement-oriented person. Achievement-oriented people assess risk carefully and assume moderate risks, so as not to jeopardize their potential accomplishments. They do take responsibility and produce high-quality work. They are not satisfied with current performance and always strive for improvement.
SOURCE: EI:027
SOURCE: EI LAP 10—High Hopes (Developing an Achievement Orientation)
32. A
Everyone reacts differently to change. Life is all about changes. Nothing ever stays the same. Some changes are good, and some changes are bad. And sometimes, it just depends on who you are and how you look at it. Change comes in various forms, and people react to it in many different ways, but one aspect of change is constant—it is unavoidable!
SOURCE: EI:005
SOURCE: EI LAP 22—Start the Revolution (Leading Change)

33. B
Approachable. Coaching is enabling other people to reach their true potential by helping them overcome barriers that are keeping them from doing so. To help others reach their true potential, effective coaches show their concern for and support of others by being patient, dependable, and approachable. Approachable coaches have the attitude and demeanor that says, "You can always talk to me. I am here for you." A person who is distracted or overly critical of others is being insensitive to others' feelings, and is not exhibiting characteristics of an effective coach. Although an effective coach should have a pleasant personality, s/he does not need to be amusing or entertaining.
SOURCE: EI:041
SOURCE: EI LAP 24—Bring Out the Best (Coach Others)
34. D
Listen and observe others. Office politics exist in every business. People are trying to do their best to look good to the higher ups so that they can get a promotion, a raise, etc. By listening and observing others, you can learn how to maneuver the political environment in your company. If you readily voice your opinions, you may make enemies. Keeping to yourself will not necessarily help you to advance since people will not have an opportunity to get to know you. In business, working hard is often not enough to get you noticed by your superiors.
SOURCE: EI:034
SOURCE: Politics Is Business. (2012). *Politics in the business world*. Retrieved March 28, 2012, from <http://www.nebema.org/politics-in-the-business-world.htm>
35. A
Transfer payment. Income is money received from outside sources. Sources of income include salaries, interest earned, dividends, rent, and transfer payments. Transfer payments are monies paid by the government in which no goods or services are received in exchange, such as welfare benefits, veterans' benefits, disaster aid, and unemployment. To receive transfer payments, individuals, businesses, or jurisdictions must meet certain criteria. A rebate is a return of part of the price a customer pays for a product, usually from the product's manufacturer. A refund is a sum of money given back to individuals or businesses. Refunds are issued when an excessive amount has been paid (e.g., tax refund) or when items have been returned to a business. Wage garnishments are court-ordered initiatives that involve taking income taken from an employee's salary and submitting it to another person or organization. Examples of garnishments include child support and alimony.
SOURCE: FI:061
SOURCE: WebFinance. (2014). *Transfer payments*. Retrieved August 9, 2012, from http://www.investorwords.com/5050/transfer_payments.html
36. D
To be competitive. Businesses must compete with each other for customers. The convenience of being able to buy now and pay later is often the deciding factor for customers when they are selecting a company with which to do business. Extending credit to customers does not help the business to purchase stock as needed. It may, in fact, make it more difficult since the business may not have as much cash on hand to pay for stock as it would if its customers paid in cash. Extending credit is an expense to the business, not a saving.
SOURCE: FI:002
SOURCE: FI LAP 2—Give Credit Where Credit is Due (Credit and Its Importance)

37. A

Manage money. A budget is an estimate of what income and expenses will be for a specific time period. By developing a budget, individuals can manage their money. The budget will enable them to estimate income, perhaps for the next month, and also estimate the various expenses such as car payment, clothing, entertainment, etc. Then, they will be able to compare income with expenses and plan how to spend their money. Preparing a budget will make it possible to determine if they are barely able to pay bills each month or if there are funds remaining to put in a savings account. If funds are tight, they can analyze the various expenses and find ways to cut back in order to more effectively manage their money. Developing a budget allows individuals to identify the bills that must be paid; however, a budget does not pay bills. A budget does not include a list of assets. Budgeting often helps individuals to decrease debt by managing money more effectively.

SOURCE: FI:066

SOURCE: Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. (2009). *Personal finance* (9th ed.) [pp. 86-93]. New York: McGraw-Hill Irwin.

38. A

Late fee. Credit card issuers often charge late fees for payments that do not arrive on time. Some credit card issuers charge application fees, which involves billing a customer for applying for credit. Processing fees are charges to complete certain activities. Over-limit fees are charges applied for credit transactions that go over or exceed the credit card holder's credit limit.

SOURCE: FI:071

SOURCE: Irby, L. (n.d.). *Four consequences of a late credit card payment* Retrieved July 31, 2014, from <http://credit.about.com/od/usingcreditcards/a/latecardpayment.htm>

39. D

Authorized credit bureau. It is a good idea for people to verify that their credit is accurate by reviewing their credit-history reports. By reviewing their credit-history reports, people can determine if there are any problems (e.g., identity theft) or discrepancies on the report and work to get them resolved. These reports are available by contacting an authorized credit bureau. People do not routinely obtain credit-history reports from a credit compliance office, a judicial bankruptcy court, or debt collection agency.

SOURCE: FI:072

SOURCE: Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. (2009). *Personal finance* (9th ed.) [pp. 182-184]. New York: McGraw-Hill Irwin.

40. C

Natural. Natural risks are chances of loss which result from natural causes. These are natural phenomena occurring outside anyone's control. Economic risks are chances of loss due to changes in the market that force a lowering of prices, change of products, or even failure of businesses. Human risks are chances of loss caused by human weakness and unpredictability. Marketing is not a classification of risk.

SOURCE: FI:084

SOURCE: FI LAP 8—Prepare for the Worst; Expect the Best (Nature of Risk Management)

41. A

Assets. Business owners must spend money to obtain assets, which are anything of value that the business owns. This results in money flowing out of a business. Some examples of business assets include land, buildings, vehicles, and equipment. Supplies are industrial goods that are constantly being purchased and used up in the operation of a business. Products are goods and services. Staples are goods for which there is constant demand.

SOURCE: FI:091

SOURCE: FI LAP 6—Count the Cash (Cash Flow Statements)

42. C

Financial ethics. An important aspect of financial ethics is making sure the business makes a profit and serves the best interests of its stakeholders (e.g., employees, customers, investors). This would include honest communication, transparent financial reporting, and fair pricing practices. Creative processes, maintenance activities, and forecasting methods are important business considerations; however, these activities are not directly related the business's profitability and the stakeholders' best interests.

SOURCE: FI:355

SOURCE: Peavler, R. (n.d.). *Financial ethics will improve the profitability of your small business*. Retrieved July 31, 2014, from http://bizfinance.about.com/od/fraud/a/Financial_Ethics.htm

43. A

Tour of the facilities. An important part of most employee-orientation programs is a tour of the facilities. New employees are taken on a tour of the business and shown the location of various personnel offices, lunchroom, supply room, and parking facility. The purpose of touring the facilities is to make new employees feel comfortable in their work environment. Some businesses offer counseling services to current employees. Employees are not evaluated until they have been on the job for a period of time. On-the-job training takes place after orientation.

SOURCE: HR:360

SOURCE: Dessler, G., & Varkkey, B. (2009). *Human resource management* (11th ed.) [p. 296]. New Delhi, India: Dorling Kindersley.

44. D

A hotel sales representative follows up with clients to get feedback about their experiences with the facility's banquet services. Primary information is information collected for the purpose at hand. Because the hotel salesperson is collecting feedback for a specific purpose—to learn about his/her clients' experiences with the facility's banquet services—s/he is collecting primary information. Secondary information is information that has been collected for other purposes. A research report on a professional association's website and a trade publication are sources of secondary information. Delivering towels and asking the customer if s/he needs anything else is providing good customer service.

SOURCE: IM:422

SOURCE: Churchill, G.A., Brown, T.J., & Suter, T.A. (2010). *Basic marketing research* (7th ed.) [p. 200]. Mason, OH: South-Western Cengage Learning.

45. A

\$2,450,000. Market size is a measure of the total dollar amount of potential sales to all customers within a given market. In this case, Melissa wants to calculate the total dollar amount of potential sales to all customers within the Mariopolis County bed-and-breakfast lodging market in a year's time. To determine the market size, first multiply the total number of customers by the number of nights per year that an average customer stays at a bed-and-breakfast ($3,500 \times 4 = 14,000$). This product represents the total number of nights that customers stay at bed-and-breakfasts in a year's time. Then, multiply this answer by the price of an average bed-and-breakfast room ($14,000 \times \$175 = \$2,450,000$).

SOURCE: IM:427

SOURCE: Marzec, E.. (n.d.). *How to determine market size for a business plan*. Retrieved July 31, 2014, from http://www.ehow.com/how_5827868_determine-market-size-business-plan.html

46. B

2. Mode is the value or number that appears the most often. It is the response given by the most people. In this example, the most people (18) said that they bought a certain product twice, or two times, a week. Therefore, 2 is the number or value that appears the most often.

SOURCE: IM:416

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 183). Columbus, OH: Glencoe/McGraw-Hill.

47. A
Properly labeled. To make the data more interesting and easier to understand, businesses often present data in a table. The graphic presentation of data supports and reinforces the oral or written information. It is important that the data in the table be labeled so the audience understands what the data represent. To provide clarification for the audience, labeling involves placing headings at the tops of the corresponding columns or at the sides of the corresponding rows of the table. Although tables can present data in a visually attractive way, the data will be meaningless without proper labeling. Tables should be placed in the most appropriate or applicable section of a written report, which might include the appendices. Large tables usually are not placed in the margins of a written report because of space limitations.
SOURCE: IM:347
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [p. 373]. Upper Saddle River, NJ: Pearson Prentice Hall.
48. D
Use clear, concise language. When making an oral presentation that includes complex research findings, the speaker should use words that help the audience understand the subject matter. The speaker may want to repeat key or major points to reinforce important information. The use of humor depends on the nature of the audience and the topic at hand. Using too much humor or speaking too slowly may irritate some audience members, which in turn may affect their comprehension of the information.
SOURCE: IM:391
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [pp. 501, 509]. Upper Saddle River, NJ: Pearson Prentice Hall.
49. B
Need. A buying decision begins with a need. After that, the consumer searches for information, assesses her/his options, and then makes the buying choice.
SOURCE: MK:014
SOURCE: MK LAP 6—Cause and Effect (Buying Behavior)
50. D
Local economies. Travel and tourism marketing involves marketing many types of travel services to customers who plan to travel. When customers travel to other locations, they spend money by staying in hotels, eating in restaurants, paying to visit attractions, buying souvenirs, etc. As a result, they put money into the local economy. By marketing travel and tourism, the industry impacts local economies by helping them to grow and prosper. Travel and tourism marketing does not have an impact on social sciences, historical facts, or world climates.
SOURCE: MK:013
SOURCE: Hilton Worldwide. (n.d.). *Local economic impact*. Retrieved July 31, 2014, from http://cr.hiltonworldwide.com/strengthening-communities/communities_impact.html
51. B
Identity, accessibility, and durability of the market. Before a marketing plan can be conceived and ultimately executed, an organization must be able to name, or identify, the target market and must be able to communicate information to the group with the ability to buy. A durable market refers to the life span, or longevity, of the market segment. Some target markets are short term while others are long term. For example, a vacation package targeted to college students for a beach community that is building retirement homes has a short-term market. Once the retirement homes are complete, the appeal to college students decreases. While age, gender, and income may be factors in identifying a target market, they are not always the first to be considered. The appropriate advertising medium cannot be determined until the identity, accessibility, and durability of the target market are first assessed. Economic conditions of the destination are subject to change; this is not always the first factor to consider.
SOURCE: MP:034
SOURCE: Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.) [pp.194-195]. Upper Saddle River, NJ: Prentice-Hall.

52. A
Reviewing data on trends to develop new products. Simply obtaining information is not useful unless the business applies the information to accomplish a task. Reviewing data on trends for the purpose of developing new products is an example of applying information. The data give the business an idea of what type of new product customers might want and need. Then, the business develops a product based on the information. Conducting research, developing questionnaires, and examining promotional activities are methods of obtaining information. However, they do not involve applying the information to accomplish a task.
SOURCE: NF:080
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. xlix). Columbus, OH: Glencoe/McGraw-Hill.
53. A
Increased compliance laws and regulations. Now, more than ever, the government is cracking down on corporate dishonesty. Companies must adhere to an increased number of compliance laws and regulations, and an appropriate information management program is a big part of that. Other trends in information management include increased competition, an increased number of electronic documents, and a decreased number of workers in the office.
SOURCE: NF:110
SOURCE: NF LAP 3—In the Know (Nature of Information Management)
54. B
Cut, paste. Business employees use word-processing software programs to create text documents, such as letters, memos, and reports. Most word-processing programs have options that allow the user to move text from one part of the document to another. To move text, the user highlights the text, touches the "cut" button, which removes the text from its current position. The user moves the cursor to the new location and touches the "paste" button, which places the text in the new location. This simple process saves time for business employees because they do not need to delete and retype the information. The "copy" button duplicates the text but does not remove it from its current location. A "find and replace" function helps the user to electronically locate and change words within the document.
SOURCE: NF:007
SOURCE: Lesikar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [p. 503]. Boston: McGraw-Hill/Irwin.
55. B
Share information. Collaborative computer software allows employees to access the same business information. For example, sales staff, promotions staff and accounting staff may need access to a comprehensive customer database for different reasons. A salesperson may need to retrieve a customer's purchasing history from the database to obtain the necessary facts s/he needs to process an order. The promotions staff may need to access the database to obtain the customers' addresses for a direct-mail campaign. The accounting staff may access the customer database to check the customers' billing information. An advantage to sharing the information is that efficiency increases because the employees have access to current and relevant information that they need to do their jobs. The primary purpose of collaborative software is not to archive old documents, interpret data, or maintain authority.
SOURCE: NF:011
SOURCE: BPC. (n.d.). *Collaborative software (groupware)*. Retrieved December 31, 2014, from <http://www.bestpricecomputers.co.uk/glossary/collaborative-software.htm>

56. B
Web server. Web servers are computer programs that deliver website content. Some businesses install and maintain their own web servers. Because installing and maintaining web servers can be expensive, businesses often decide to pay a fee to a web host, which provides the server space to meet their needs. A PDF (portable document format) is a widely used document file format that was developed by Adobe. The format allows users to view content, but users cannot alter the content. The PDF reader is a software program that allows computer users to view PDF files. Many web pages are saved as PDFs; however, businesses often use other formats. A wireless router is a device that provides Internet access to laptop or portable computers without being directly connected to cable service. An affiliate partner is a business that agrees to promote and sell another business's products on the Web in exchange for a sales commission.
SOURCE: NF:042
SOURCE: Hutchinson, L. (2012, November 27). *How to set up a safe and secure web server*. Retrieved August 5, 2014, from <http://arstechnica.com/gadgets/2012/11/how-to-set-up-a-safe-and-secure-web-server/>
57. B
Compare variables. A chain of hotels might analyze and interpret the marketing information contained in databases in order to compare several variables that change from property to property. For example, one hotel might be located in an affluent suburb while another one is located in an urban area. The chain might analyze the information in its database concerning both communities in order to make appropriate marketing decisions such as the type of services to offer in each location. Although the chain provides the same type of goods and services to both communities, it needs to analyze data in order to know if the consumers in each community have different wants and needs. Before analyzing databases to compare variables, a chain of hotels might survey guests and tabulate the findings. A chain would not analyze databases in order to organize products.
SOURCE: NF:185
SOURCE: Zikmund, W.G., & Babin, B.J. (2010). *Exploring marketing research* (10th ed.) [p. 614]. Mason, OH: South-Western Cengage Learning.
58. A
To obtain credit. Businesses keep records to verify information for others. For example, if a business wishes to obtain a loan from a bank, it must provide the bank with financial records to prove that it is creditworthy. The financial records provide information about the business's income and expenses and verify that the business will be able to repay the loan. Businesses only need to deposit funds in order to open an account with a bank. A business that is paying a mortgage already has received a loan.
SOURCE: NF:001
SOURCE: NF LAP 1—Record It (Business Records)
59. C
Need for convenience. Need for convenience is a social/cultural trend, not a demographic statistic. Demographics are the physical and social characteristics of the population, including such data as employment status, education, and religious affiliation.
SOURCE: NF:015
SOURCE: NF LAP 2—Get the 411 (Environmental Scanning)
60. D
Document from being forwarded. Some businesses use software programs that help maintain the security of data they send over the Internet to clients. These programs prevent documents from being forwarded to others so the information does not end up in the hands of competitors. Also, these programs prevent others from copying, editing, or printing the documents which helps maintain the information in its original form. These software programs do not prevent a virus from being downloaded, an attachment from being included, or a search engine from being used.
SOURCE: OP:064
SOURCE: Boyce, J. (n.d.). *Help protect confidential information in e-mail using IRM*. Retrieved July 31, 2014, from <http://office.microsoft.com/en-us/outlook-help/help-protect-confidential-information-in-e-mail-using-irm-HA001180136.aspx>

61. C
Electrical. Plugging too many machines, computers, radios, or appliances into one wall outlet can create a hazard by overloading the electrical circuit. This can cause too much heat to build up at a particular place on the cord which may create sparks. Plugging in too many machines may create production, operational, or material problems as well, but the basic cause is electrical.
SOURCE: OP:007
SOURCE: Electrical Safety Foundation International. (2014). *Electrical safety in the workplace fact sheet*. Retrieved July 31, 2014, from <http://www.esfi.org/index.cfm/page/Electrical-Safety-in-the-Workplace-Fact-Sheet/cdid/10619/pid/3003>
62. A
Scope. The project manager controls what the project will and will not do, known as the project's scope. The project's budget refers to how much it will cost to complete. A project's plan will include more than just a definition of what it will and will not do. A project's schedule is its timeline for completion.
SOURCE: OP:158
SOURCE: OP LAP 6—Projected to Win (Nature of Project Management)
63. B
Checklists. Developing a checklist involves writing down all of the possible resources that might be needed for a project. Categorizing the resources (e.g., supplies, equipment, people) is a good way for project managers to organize their resource information and review and update their lists as needed. Schedules and timelines are usually developed after the resources have been identified. Summaries provide an overview of larger documents or complex content.
SOURCE: OP:003
SOURCE: QS LAP 19—Get What You Need
64. C
Communications plan. When creating a communications plan, project managers think through the flow of information that will need to be communicated among team members to ensure project success. The change-management plan addresses what steps will be taken when unforeseen circumstances occur. The quality-management plan contains strategies for ensuring that both the deliverables and the project itself meet predetermined standards. The risk-management plan identifies potential risks and spells out how to avoid them or limit their impact.
SOURCE: OP:001
SOURCE: OP LAP 7—Chart Your Course (Developing a Project Plan)
65. D
Purchasing. Purchasing is the buying of resources needed for production. These may include raw materials, parts, equipment, supplies, machinery, and labor. Scheduling establishes the timetable to be followed in production. Routing determines the sequence for the steps in the production process. Dispatching is issuing orders for production to start.
SOURCE: OP:017
SOURCE: OP LAP 4—Can You Make It? (Nature of Production)
66. C
Process performance management. Process performance management is a quality-control method that involves supervising business and manufacturing processes to ensure their quality and efficiency. Concurrent engineering is performing the various stages of product design and development simultaneously, instead of one after another. Statistical process control is a quality-control tool that uses statistics to determine if a process is working properly or not. The Taguchi method focuses on product design and development over manufacturing.
SOURCE: OP:163
SOURCE: OP LAP 8—Take Control (Quality-Control Measures)

67. D
To increase profit. Decreasing expenses is perhaps the best way that businesses can help to increase profit. A business's profit is significantly affected by its expenses. The more a business's expenses decrease, the greater the profit. Businesses try to decrease expenses without affecting their level of service. Promoting efficiency often helps businesses to decrease expenses. Expanding sales while decreasing expenses usually leads to increased profit.
SOURCE: OP:024
SOURCE: OP LAP 9—Watch Your (Over) Head (Overhead/Operating Costs)
68. B
Assist with evacuation. On occasion, tour operators and their tour groups might be involved in emergency situations such as natural disasters. If this happens, tour operators should be prepared to assist local authorities with the evacuation of the group. Tour operators need to know where all group members are in order to quickly and safely evacuate them from dangerous situations such as hurricanes. Tour operators are not expected to provide medical advice, protect private property, or activate alarm systems.
SOURCE: OP:119
SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [pp. 454-456]. Tinley Park, IL: Goodheart-Willcox Company.
69. A
Productive. Organized workers tend to be more productive because they plan ahead and can do their work at a relaxed pace. Being organized does not necessarily make an individual open-minded. Orderly and systematic workers are more likely to be careful than careless, and they are less likely to be tense because they have reduced stress.
SOURCE: PD:009
SOURCE: Wallace, H.R., & Masters, L.A. (2006). *Personal development for life & work* (9th ed.) [p. 300]. Mason, OH: South-Western Cengage Learning.
70. C
Telling others about his goal. Ron will greatly improve his ability to achieve his goals if he involves supportive people in the process. People who will encourage Ron to achieve his goals will benefit him greatly. Describing the benefits of setting goals won't help Ron achieve them. Writing goals down greatly increases the chance of attainment. Lowering standards and setting unrealistic goals will not improve goal attainment.
SOURCE: PD:018
SOURCE: PD LAP 16—Go for the Goal (Goal Setting)
71. A
Build flexibility into his/her schedule. The manager's schedule should not be filled completely. The more people you work with, the more flexible you need to be. Blocking off six hours of uninterrupted work time would not be possible. Delegating some activities to others will free the manager to do other tasks, but not all activities could or should be delegated.
SOURCE: PD:019
SOURCE: PD LAP 1—About Time (Time Management)
72. B
Write in "unknown." On occasion, people will encounter questions on employment applications for which they do not know the answer. When this situation occurs, it is acceptable to write "unknown" in the space. This indicates that the applicant has read the question but either doesn't have the information available or doesn't know the answer. It is always better to write in "unknown" or "NA" than to leave a blank space that might make an employer think that an applicant forgot to answer the question. Applicants should never make up answers. Employment applications are not allowed to contain the types of questions that would obtain strictly personal information from applicants, such as age or religious preference.
SOURCE: PD:027
SOURCE: Bailey, L.J. (2007). *Working* (4th ed) [p. 47]. Mason, OH: South-Western Cengage Learning.

73. C
Job applying for. The first paragraph of a letter of application should include the name of the job for which you are applying. A letter of application should come right to the point and immediately let the business know why you are writing. Stating the exact name of the job is important because there may be several similar jobs available within the business. Salary requirements generally are not included but, if they are, they should be mentioned towards the end of the letter of application. A telephone number where the applicant may be reached is often listed in the last paragraph. The name of the applicant may appear in a letterhead or in the signature of the letter.
SOURCE: PD:030
SOURCE: Bailey, L.J. (2007). *Working* (4th ed) [pp. 54-55]. Mason, OH: South-Western Cengage Learning.
74. D
Professional organizations. A professional organization, such as AMA, is a group of persons in the same profession who form a society to further their common interests—primary focus is generally the expansion of professional knowledge and the maintenance of high professional standards. A trade association is formed by a group of persons in the same industry or geographic area to solve their common problems—increased profit for association members is usually the primary goal of the group. A focus group is a group interview, often used as a marketing-research technique. A support group is a group of individuals who share a common problem and are seeking strength and support.
SOURCE: PD:036
SOURCE: Bailey, L.J. (2007). *Working* (4th ed) [p. 265]. Mason, OH: South-Western Cengage Learning.
75. C
Certification. Some professional organizations in the travel and tourism industry provide training that results in conferring a certificate of completion. This certification indicates that an individual has completed an approved training course and is qualified to perform certain functions. For example, the National Tour Association awards a certificate to tour professionals who take specific courses and have at least five years of experience in the tour industry. Not all training programs provide firsthand experience. Professional organizations do not award college degrees. Some courses are offered online as a way for participants to obtain certification.
SOURCE: PD:061
SOURCE: Gorham, G., & Rice, S. (2007). *Travel perspectives: A guide to becoming a travel professional* (4th ed.) [pp. 6-7]. Clifton Park, NY: Thomson Delmar Learning.
76. D
Ground transportation. This component includes bus companies, car rental companies, railroads, taxis, and limousines. The hospitality industry includes accommodations, resorts, restaurants, and convention centers. The travel mart includes retail travel agencies, business travel departments, and travel clubs. The wholesale distribution component buys products from the other components and sells them through retail travel agencies.
SOURCE: PD:111
SOURCE: Minneapolis/Saint Paul International Airport. (2013). *Ground transportation*. Retrieved July 31, 2014, from <https://www.mspairport.com/GroundTransportation.aspx>
77. B
Corporate image and positioning. This factor involves setting prices that are consistent with overall company image and position. The cruise line chooses to communicate a deluxe image and set prices well above average. Discriminatory pricing involves setting two or more prices to appeal to select target markets. The corporate objectives factor strives to set prices to meet objectives of profit levels, market share, or sales volume. Competitive pricing involves setting prices based on the goods/services of competition.
SOURCE: PI:039
SOURCE: Etzel, M.J., Walker, B.J., & Stanton, W.J. (2007). *Marketing* (14th ed.) [p. 157-159]. Boston: McGraw-Hill/Irwin

78. D
Encourage employees to report new product ideas from other restaurants they visit. New product ideas come from a variety of internal and external sources. Some examples of internal sources include personal observation; formal research and development activities; recommendations from corporate, employees, family members, and people who provide professional assistance to the restaurant such as bankers, attorneys, etc. The problem with asking family members for recommendations is that managers might feel that they can't reject bad ideas. Competitors won't recommend new products because they don't want to lose business to others. Although trade associations might suggest ideas for new products, the fact that they're recommending the products to local restaurants would fail to give any one restaurant a competitive advantage.
SOURCE: PM:241
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [p. 246]. Boston: Prentice Hall.
79. C
Owner interest. The tastes of the business owner may vary greatly from customer's preferences. Company records, trade associations, and product catalogs are all valuable tools in determining what to buy.
SOURCE: PM:260
SOURCE: Burrow, J.L., & Kleindl, B. (2012). *Business management* (13th ed.) [pp. 590-592]. Mason, OH: South-Western, Cengage Learning.
80. D
Transportation. In the hospitality and tourism industry, the core product is the primary service that is provided. In the case of cruise lines, the core product is transportation because that is what the cruise lines are selling. Cruise lines are offering the service of transporting passengers from one location to another. In conjunction with transportation, some cruise lines offer food service. Some cruise lines offer movies and music to entertain passengers, but entertainment is not the core product. Luggage handling is available to passengers who check their luggage. However, luggage handling is not the core product. Customers pay for transportation, not for food service, entertainment, or luggage handling.
SOURCE: PM:081
SOURCE: Walker, J.R. (2009). *Introduction to hospitality* (5th ed.) [p. 51]. Upper Saddle River, NJ: Pearson Prentice Hall.
81. B
www.obxbaitandtackle.com. Pay-per-click ads involve paying a website vendor a set fee each time a visitor clicks on the sponsor's ad, directing visitors to the ad sponsor's website. In the presented situation, Tony is the ad sponsor and he wants to place an ad on the website that his target market is most likely to visit. Because tourists who visit the Outer Banks and like to fish are most likely to access a local bait and tackle shop's website, Tony should place his ad on www.obxbaitandtackle.com. Surfboarders are most likely to visit a surfboard website, whitewater rafters are most likely to visit a whitewater rafting website, and people who like to eat seafood are most likely to access the Red Lobster restaurant's website.
SOURCE: PR:333
SOURCE: Root, G.N. (n.d.). *Tips on Internet advertising*. Retrieved July 31, 2014, from <http://smallbusiness.chron.com/tips-internet-advertising-3265.html>

82. D
Using key words in URLs. Search engine optimization is the process of designing and submitting web pages so that they can be found easily by spiders to obtain a good position in the search results. URL is an acronym for uniform resource locator, which is the website's address. Placing key words related to the content in the website's URL may improve the website's rank or placement in the search results. Anchor text is the text that is used in a hyperlink. Anchor text should also include content-related key words (rather than unrelated jargon) to improve position or rank in search-engine results. The use of underscores between key words may hinder a good position in the search-engine results. Cascading style sheets refer to the formats and elements (e.g., font size, color, layout) used to develop a web page.
SOURCE: PR:361
SOURCE: McGee, M. (2011, June 20). *21 essential SEO tips and techniques*. July 31, 2014, from <http://searchengineland.com/21-essential-seo-tips-techniques-11580>
83. D
Buzz marketing. Buzz marketing involves generating excitement and “buzz” among early adopters of a product so that they pass along information about the product to others. The amusement park invited 200 teens to be the first to visit the park and asked them to tell their friends about how much they enjoyed it. Personal selling is a form of promotion that determines client needs and wants and responds through planned, personalized communication that influences purchase decisions and enhances future business opportunities. Print advertising is a paid form of nonpersonal presentation of ideas, images, goods, or services in a newspaper, magazine, etc. Merchandising is the process of having the right goods in the right place at the right time in order to make a profit.
SOURCE: PR:317
SOURCE: Clow, K.E, & Baack, D. (2010). *Integrated advertising, promotion, and marketing communications* (4th ed.) [pp. 272-273]. Upper Saddle River, NJ: Prentice Hall.
84. A
Male professionals aged 22 to 29. Viral marketing typically involves creating an entertaining or informative image, video, or interactive game that can be shared electronically. Research indicates that students and young professionals are most receptive to viral marketing. While both young males and females respond well to viral ads in the form of images or video, young men tend to be more responsive to interactive games than young women are.
SOURCE: PR:312
SOURCE: Libert, K. (2013, May 7). *The secret recipe for viral content marketing success*. Retrieved July 31, 2014, from <http://moz.com/blog/the-secret-recipe-for-viral-content-marketing-success>
85. A
The size of the person's social circles. Customer evangelists are individuals who are asked to sponsor a particular business or product. They usually are already acquainted with and devoted to the business or product. When selecting or developing a customer evangelist for a restaurant, marketers need to consider the size of the person's social circles. If the person knows a lot of people in a lot of different places, s/he will have much more opportunity to tell people about the restaurant. The person's educational background, work schedule, and political affiliation are much less likely to be important when selecting or developing customer evangelists.
SOURCE: PR:273
SOURCE: Clow, K.E, & Baack, D. (2010). *Integrated advertising, promotion, and marketing communications* (4th ed.) [p. 273]. Upper Saddle River, NJ: Prentice Hall.

86. A

Word-of-mouth marketing. Word-of-mouth marketing is a form of publicity that occurs when customers tell others of their satisfaction with a business and its products. Celebrities who engage in word-of-mouth marketing have a lot of influence over others because they have an extremely large fan base. Oprah Winfrey yields a lot of influence and power due to the success of her long-running talk show. When her show was in production, businesses sent their products to her television studio. The businesses wanted Oprah to try their products and include them on her annual "favorite things" episode, which attracted an extremely large television audience. The situation provided is not an example of sponsorship activities, online-advertising strategies, or customized communication. A sponsorship is an agreement that allows a company to pay a fee to a team or an event for the right to affiliate itself with that team or event. Online advertising occurs on the Internet. Customized communication involves developing and sending messages that are designed to appeal to each message recipient. The television show is a form of mass communication rather than customized communication.

SOURCE: PR:321

SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [pp. 662-666]. Mason, OH: South-Western Cengage Learning.

87. C

Create a sense of urgency. Internet advertising copy should encourage the reader to take action—to buy the product. To encourage the reader to buy the product now, the advertising copy should create a sense of urgency. For example, the copy might include an ending date for a sales promotion. The business's promotional goals determine if the advertising copy should contain personal opinions or humor. Because Web surfers tend to scan Internet content quickly, they are likely to ignore an ad that contains too much text.

SOURCE: PR:279

SOURCE: GoEcart. (2009, February 19). *Ten essential tips for writing effective web copy that sells*. Retrieved July 31, 2014, from <http://blog.gocart.com/index.php/web-copy-writing-tips/>

88. C

Make sure the firm's name is correct. All kinds of mistakes are possible in print ads. The firm paying for the ad should make sure that its name and, in some cases, its address appear correctly in the ad so that consumers who read the ad will be able to identify the business. The business might also include a telephone number and hours of business operation with the business identification, and this information should be checked for accuracy. Questions as to how long an ad will run, what media will present it, and how it compares with competitors' ads would be answered before a final proof of the ad is prepared.

SOURCE: PR:130

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 481). Columbus, OH: Glencoe/McGraw-Hill.

89. C

Food for the needy. Community issues are those issues that affect the community as a whole such as homelessness or food for the needy. To be socially responsible, businesses often become involved with and support certain community issues. This involvement benefits the community because businesses are able to provide support which often includes money as well as time. The involvement also benefits the businesses because they receive positive publicity which helps to create a good public image. Consumer rights, truth in lending, and personal ethics are not community issues.

SOURCE: PR:347

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 148). Columbus, OH: Glencoe/McGraw-Hill.

90. C
Determining how to take orders. During the planning phase of the website development process, the developer is making decisions that will impact the website's design. Deciding whether and how to take orders is one of those initial decisions that needs to occur. Writing copy, designing page layout, and ensuring compatibility of the website with browsers occur during the design phase of the process.
SOURCE: PR:328
SOURCE: Pawson, C. (2010, August 23). *Website development process for newbies*. Retrieved July 31, 2014, from <http://ezinearticles.com/?Website-Development-Process-for-Newbies&id=4913903>
91. A
Logistics. Logistics involves all aspects of handling and transporting goods. It is an important part of negotiating a contract because transportation charges are often costly. As a result, most businesses negotiate who will pay those charges. In some cases, a business might prefer to arrange and pay for transportation, while other times, a business might want the vendor to be responsible for transportation. Both parties try to negotiate the best deal. For example, a business might agree to pay for transportation if the vendor agrees to give a larger discount. The business is not negotiating payments, premiums, or allowances when requiring the vendor to arrange for transportation.
SOURCE: PM:264
SOURCE: Monczka, R.M., Handfield, R.B., Giunipero, L.C., & Patterson, J.L. (2009). *Purchasing and supply chain management* (4th ed.) [p. 623]. South-Western Cengage Learning.
92. C
Who, what, when, why, and where. News releases should contain information about who is involved, what is happening, when it will occur, why it has been planned, and where it will take place. In some cases, how something will happen may also be included. Copy, illustration, headline, white space, and logo are elements of print advertisements. Trite expressions are words and phrases that have lost their effectiveness because they are overused and should not be used in news releases.
SOURCE: PR:057
SOURCE: Lunar Eclipse. (2014). *How to write a press release*. Retrieved July 31, 2014, from <http://www.lunareclipse.net/pressrelease.htm>
93. B
Replacing merchandise as it is sold. Replacement of merchandise keeps the display looking fresh and complete. This is particularly true of self-selection displays. Changing the backdrop, colors, fixtures, and lighting are not display maintenance but ways of giving the display a different look.
SOURCE: PR:052
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 433). Columbus, OH: Glencoe/McGraw-Hill.
94. A
Click-through rate. The click-through rate measures the number of times that website visitors click on an online advertisement that automatically transports the visitors to the advertiser's website. Evaluating click-through rates of online ads helps businesses determine the effectiveness of the ad. If the click-through rate for an ad on a particular website is poor, the hotel chain may decide to stop advertising on the website and place an advertisement elsewhere. The gross page impressions metric measures the website's total traffic volume. If the hotel chain wants to determine the advertisement's price on a per click-through basis, it would use the cost per click metric. The transactions-per-hour metric measures the number of sales transactions that occur in a 60-minute timeframe.
SOURCE: PR:335
SOURCE: Davis, J. (2007). *Measuring marketing: 103 key metrics every marketer needs* (pp. 222-223). Hoboken, NJ: John Wiley & Sons.

95. C
 Promotion. Sponsoring this community event creates a positive public image for the hotel. An endorsement involves obtaining approval from an external source. The marketing mix is the combination of the four elements of marketing—product, place, promotion, and price. The product mix is the assortment of goods and services that a business offers to meet its customers' needs and its organizational goals.
 SOURCE: PR:121
 SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.) [pp. 595, 597, 601]. Upper Saddle River, NJ: Pearson Prentice Hall.
96. D
 Sales promotion. This refers to any promotional activity other than advertising, publicity, and personal selling. Examples of sales promotions include displays, coupons, and sweepstakes. Advertising is the nonpersonal, paid presentation of ideas, images, goods, or services. Public relations is the process of building goodwill toward an organization. Selling refers to the planned, personalized communication made by a sales representative to influence a customer's purchase decision and enhance future business opportunities.
 SOURCE: PR:082
 SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (pp. 405-407). Columbus, OH: Glencoe/McGraw-Hill.
97. C
 Greet and be available for service/information. Customers who are browsing are often undecided and want to look around before making a buying decision. These undecided customers often need prompting or educating and really should not be left to browse indefinitely because they may leave. Always greet your customers; do not make the customer initiate the contact. The decided customer wants a quick transaction and should be given prompt service.
 SOURCE: SE:110
 SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (pp. 307-310). Columbus, OH: Glencoe/McGraw-Hill.
98. A
 Benefits. Because services are intangible products that customers cannot see or touch, they are often more difficult to sell than goods. Salespeople should be able to clearly explain the benefits, or advantages, of those services to customers in order to close a sale. Customers are more likely to buy services if salespeople adequately describe the benefits that they offer. Assets are anything of value that the business owns. Goals are objectives. Traits are personal characteristics.
 SOURCE: SE:046
 SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (pp. 299, 301). Columbus, OH: Glencoe/McGraw-Hill.
99. B
 Upselling. When car rental agents suggest that customers rent more expensive vehicles than the ones they signed up for online, the agents are using a sales technique known as upselling. This helps to increase the amount of the sale. Substitute selling occurs when the requested item is not in stock or does not meet the customer's needs. Suggestion selling involves recommending an additional item to accompany the original purchase. Outsourcing involves the use of a third party to handle tasks that the company used to handle internally.
 SOURCE: SE:476
 SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (pp. 350-351). Columbus, OH: Glencoe/McGraw-Hill.

100. D

\$10.99. Restaurants often feature two-for-one dinner specials to attract customers. The offer is contingent on at least two people dining together. The offer is valid for three people but only one dinner will be free. Sometimes, the offer applies to larger groups of equal number such as a party of four or six in which case two or three of the dinners will be free. In this situation, a party of three is taking advantage of the two-for-one special, so the server should deduct the lowest priced dinner (\$10.99) from the bill. Two-for-one dinner specials usually do not include beverages so the server would not deduct the price of a beverage from the bill. Also, desserts are often additional unless otherwise noted. Therefore, the server should deduct only the price of the dinner.

SOURCE: SE:149

SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [p. 375]. Tinley Park, IL: The Goodheart-Willcox Co.