Hospitality and Tourism
Cluster Exam

1. D
Selling an item for $500. In a contract, consideration is what one party gives or receives in exchange for something else. If a person contracts with another person to sell an item for a certain amount, the consideration is giving up the item in exchange for $500. In this situation, the buyer's consideration is the $500 paid for the item. Consideration is not putting the price in writing, promising to make a gift, or giving away an item worth $500.
SOURCE: BL:002
SOURCE: Miller, R.L., & Jentz, G.A. (2006). *Business law today: Standard edition* (7th ed.) [pp. 263, 265]. Mason, OH: Thomson Learning.

2. C
Environmental. The purpose of environmental laws is to protect the natural environment—the air, soil, and water. Environmental laws help to reduce pollution and govern the ways in which individuals and all types of businesses (e.g., service, industrial businesses) dispose of waste. Businesses that do not comply with environmental laws may be fined by the government or shut down. Antitrust laws protect free trade and competition in the marketplace. Property laws regulate the ownership of land and buildings.
SOURCE: BL:073
SOURCE: McAdams, T., Neslund, N., & Neslund, K. (2007). *Law, business, and society* (8th ed.) [pp. 664-666]. Boston: McGraw-Hill/Irwin.

3. C
Good night's sleep. Properties are in the business of providing a good night's sleep, resulting from things such as a comfortable bed, a pleasant room temperature, low noise levels, and a safe environment. Many guests don't mind paying a higher room price to be afforded this basic right in addition to additional property amenities such as luxury dining and health club facilities. Convenient parking provides a favorable impression of the property because guests can get to and from their rooms easier, but a good night's sleep is far more important. Some guests would actually consider a smoke-free room to be an infringement on their right to inhale tobacco.
SOURCE: BL:135
SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [p. 42]. Tinley Park, IL: Goodheart-Willcox.

4. D
Agent. An agent is a channel member that assists in the sale and/or promotion of goods and services but does not take title to them. A wholesaler is a business that buys goods from producers or agents and sells them to retailers. A retailer is a business that buys goods and sells them to the ultimate consumer. Discounter is not a type of intermediary.
SOURCE: CM:003
SOURCE: CM LAP 1—Channel It (Channels of Distribution)

5. B
Company A requires Company B to purchase all the items in its product line. A business (Company A) is engaging in full-line forcing when it requires its intermediaries (Company B) to carry an entire line of its products rather than one or a few of the items. Full-line forcing can be an illegal activity if it restrains trade and competition. A business that requires a supplier to pay a fee to acquire shelf space is charging a slotting allowance. A business that will not sell items to certain companies is engaging in a practice called refusal to deal. A business that prohibits an intermediary from carrying a competitor's products is engaging in exclusive dealing.
SOURCE: CM:005
SOURCE: Etzel, M.J., Walker, B.J., & Stanton, W.J. (2007). *Marketing* (14th ed.) [pp. 401-403]. Boston: McGraw-Hill/Irwin.

6. B
Ask the department manager about the policy. If employees are not sure if they can or should work overtime, they should ask their department managers. Generally, department managers can authorize overtime for their subordinates. Departmental policies are not usually posted on the company's web site. Overtime policies often vary by department, so asking an employee who works in another department is not an appropriate action to take. If the department manager is unavailable, the employee might ask the human-resources manager about overtime policies.
SOURCE: CO:057
SOURCE: eHow.com. (2011, April 8). *How to create an overtime policy.* Retrieved August 15, 2011,
from http://www.ehow.com/how_2076457_create-overtime-policy.html

7. C
Maintaining eye contact. By maintaining eye contact, listeners are communicating to a speaker that they are paying attention. This supports and encourages a speaker because the listeners are indicating that they are focused on the message. If listeners do not maintain eye contact, a speaker might think that the listeners do not care about the message and stop talking. When listeners look around the room, close their eyes, or glance at the clock, they are telling the speaker that they are bored or not interested.
SOURCE: CO:082
SOURCE: Hyden, J.S., Jordan, A.K., Steinauer, M.H., & Jones, M.J. (2006). *Communicating for success* (3rd ed.) [p. 79]. Mason, OH: Thomson South-Western.

8. A
Acknowledge directions verbally or nonverbally. When Justin gives his sister a puzzled look so she knows he didn't understand her directions clearly, he is acknowledging her nonverbally. It's important to let the speaker know you hear and understand what s/he is saying by nodding your head or saying you understand. If you don't understand the directions, use your nonverbal signals to alert the person so s/he can clarify things for you. These signals include raising your hand, shaking your head, or even looking at the speaker with a puzzled look. In this situation, Justin is not taking notes, accepting responsibility, or eliminating distractions.
SOURCE: CO:119
SOURCE: QS LAP 24—Simon Says

9. D
During a meeting in which businesspeople share the same vocabulary. Jargon is specialized language known only to a certain group of people. Jargon is most often used by people who work within the same organization or industry. Using jargon in social situations, during speeches, or with new customers may confuse the message that recipients receive because these audiences may not be familiar with the meaning of the jargon.
SOURCE: CO:084
SOURCE: Miculka, J. (2007). *Speaking for success* (2nd ed.) [pp. 39-40]. Mason, OH: Thomson South-Western.

10. B
To communicate information. The purpose of developing and using graphics in business reports is to communicate information. In most cases, graphics are used to explain complex information or to highlight information that is of the most importance. The use of graphics often adds interest and makes the information easier to understand. Graphics are not used to entertain the audience, fill up the page layout, or highlight reference material.
SOURCE: CO:087
SOURCE: Lesikar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [pp. 384-385]. Boston: McGraw-Hill/Irwin.

11. A
Formal report. A written report communicates complex data the most clearly because the audience can read the information at his or her own pace. It can also be lengthy, allowing the writer to explain information clearly, using charts, graphs, and explanations. Memos are designed to provide brief information to employees within the company. Telephone calls are best used for shorter, less complex information that doesn't need visual support. Face-to-face group meetings are used when group input is needed and/or group decisions need to be made.
SOURCE: CO:039
SOURCE: Guffey, M.E. (2006). *Chapter 5: Preparing to write business messages.* Retrieved August 15,
2011, from http://ccba.jsu.edu.mhearn/PP/ch05.ppt

12. C
Executive summary. The executive summary provides an overview of the entire report and contains the most important information included in the body of the report. When businesspeople have time constraints, they often read the executive summary of a lengthy report. The table of contents is the portion of the report in which the various report sections are listed with their page numbers for easy access. The appendices are segments that are added to the end of the report and provide supporting information. The conclusion section of the report summarizes results and in some reports, this section includes recommendations for a certain course of action.
SOURCE: CO:091
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.)
[pp. 456, 461, 474]. Upper Saddle River, NJ: Pearson Prentice Hall.

13. B
Share information. Staff meetings are a method of communication in business. The purpose of participating in staff meetings usually is to share information. This includes management sharing important information with employees and employees providing information to management, such as updates on current projects. The goal is for everyone in the business to have the information they need to function effectively. The purpose of participating in staff meetings is usually not to achieve a task, conduct research, or develop a message.
SOURCE: CO:063
SOURCE: Lussier, R.N. (2003). *Management fundamentals: Concepts, applications, skill development*
(2nd ed.) [pp. 326-330]. Mason, OH: South-Western.

14. A
Building positive customer relations. Treating customers with respect and courtesy creates a positive relationship with customers and goodwill for the business. The situation described does not involve suggestion selling, quality of products, or employee turnover.
SOURCE: CR:003
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 323-327). New
York: Glencoe/McGraw-Hill.

15. B
Dishonest. Dishonest customers intentionally attempt to avoid paying part or all of the cost of a good or service. Disagreeable customers are unpleasant and hard to help because they are argumentative, complaining, irritable/moody, insulting, impatient, and/or have a leave-me-alone attitude. Domineering/Superior customers are overly self-confident and feel that they know more and are better than the average person. Suspicious customers question everything and may want facts and proof before being convinced that something is true.
SOURCE: CR:009
SOURCE: CR LAP 3—Making Mad Glad (Handling Difficult Customers)

16. A
Customer advocacy. An advocate is a supporter of something—a person who speaks favorably about an idea, concept, cause, product, or business. When customers are happy with a business and its goods and services, they tend to become advocates for the business. Customers advocate for a business by providing referrals and through word-of-mouth (e.g., telling friends or blogging about the business). Advertising is any paid form of nonpersonal presentation of ideas, goods, or services. A television commercial is an example of advertising. Relationship buying refers to the purchases a customer makes because of a long-term relationship s/he has established with a business. Public relations is the business function designed to establish good relations between the business and its various publics.
SOURCE: CR:016
SOURCE: CR LAP 2—Know When to Hold 'Em (Nature of Customer Relationship Management)

17. C
Taking a cruise. The concept of distribution (place) in the travel and tourism industry involves delivering the travel and tourism product to the customer. For distribution to occur, the customer must participate in the experience such as take a cruise. The cruise is the product, but the product is distributed only if a passenger takes the cruise. A passenger might call a travel agent, book a flight, or obtain a ticket in order to purchase a travel and tourism product. However, distribution does not occur until the passenger participates in the experience.
SOURCE: DS:075
SOURCE: Perreault, W.D., Cannon, J.P., & McCarthy, E.J. (2008). *Basic marketing: A marketing strategy planning approach* (16th ed.) [pp. 290-291]. Boston: McGraw-Hill/Irwin.

18. A
Limited services. Services can be costly to the business, and offering very many services would necessitate raising the business's prices to customers. In order to maintain low prices, the business limits its services and does not offer plush interiors or elaborate fixtures.
SOURCE: EC:070
SOURCE: EC LAP 20—Business Connections (Business and Society)

19. C
The two are not the same thing, but they do overlap. Business ethics and law are not the same thing—they are like two overlapping circles. Where they overlap, there are actions that are both legal and ethical. However, there are also actions that are ethical yet illegal and actions that are unethical yet legal. The two concepts are often closely related.
SOURCE: EC:106
SOURCE: EC LAP 21—On the Up and Up (Business Ethics)

20. A
Corporate dividends. When corporate income is paid out as dividends, it is taxed at the corporate level before it is taxed as shareholders' income. Capital gains are taxed once, usually as shareholders' income. IRA contributions are taxed once—either before they're invested or when they're withdrawn, depending on the type of IRA. If transaction fees result in income, they're taxed once as income.
SOURCE: EC:072
SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (p. 657). New York: Glencoe/McGraw-Hill.

21. A
Tasks and processes are done differently every time. To achieve standardization, work must be organized so that it is always done in the same way. When employees don't understand how to use a machine or tool, there is a lack of worker knowledge and education. Poor product design can result in products that are complex and difficult to assemble. Personality conflicts arise when team members do not get along with each other.
SOURCE: EC:013
SOURCE: EC LAP 18—Make the Most of It (Productivity)

22. A
Diminishing returns. The law of diminishing returns states that if all the factors of production remain the same except one, additions to the one variable factor will eventually decrease the level of productivity. Therefore, when businesses combine the right amount of variable resources, such as labor and equipment, to achieve the most effective production levels, they are following the law of diminishing returns. Businesses realize that adding more than the right amount of variables, such as employees, will have a negative effect on productivity and ultimately lead to reduced profits. Properly combining resources allows businesses to achieve high production levels and maximize profits. Combining the right amount of variable resources to achieve production levels that maximize profits is not an example of a business following the law of supply and demand, perfect competition, or underused resources.
SOURCE: EC:023
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 533). Woodland Hills, CA: Glencoe/McGraw-Hill.

23. A
Stable. Price stability means that price levels remain fairly constant. When prices are stable, they do not drastically fluctuate up or down. Price stability is one way to measure the condition of a country's economy. If prices are stable, the economy is also stable. Large upswings or downswings in prices indicate that the economy is not stable and may be depressed. Elastic is a form of demand for products in which changes in price correspond to changes in demand. Steady prices are not an indication that the economy is risky.
SOURCE: EC:083
SOURCE: McConnell, C.R., & Brue, S.L. (2005). *Economics: Principles, problems, and policies* (16th ed.) [pp. 8-9]. Boston: McGraw-Hill/Irwin.

24. C
Expansion. The expansion phase of the business cycle is the stage characterized by increased spending and borrowing, increased demand for goods and services, increased employment rates, and decreased interest rates on loans. The peak phase of the business cycle is considered the high point of economic activity when demand begins to exceed the production capacities of producers. The contraction phase of the business cycle is characterized by decreased demand for goods and services, rising unemployment, increased saving by consumers, and reduced sales and profits for businesses. The trough phase of the business cycle is considered the low point of economic activity, characterized by high rates of unemployment and business failures.
SOURCE: EC:018
SOURCE: EC LAP 9—Boom or Bust (Impact of Business Cycles)

25. D
Social relationships. These groups are usually centered on a topic of interest to all members and make friendships possible among people who live on opposite sides of the world. They allow businesses to communicate with, and understand, people from diverse cultures. Groups are open to anyone with a computer and Internet connection, regardless of gender, culture, or class. Class systems relate to grouping people according to some standard. Gender roles refer to activities assigned to either men or women. Cultural values define the various behaviors and activities based on the beliefs of a given culture.
SOURCE: EC:045
SOURCE: Soloman, M.R., Marshall, G.W., & Stuart, E.W. (2008). *Marketing: Real people, real choices* (5th ed.) [p. 450]. Upper Saddle River, NJ: Pearson Prentice Hall.

26. B
Abilities. To describe self-concept, employees should address their roles, personal traits, skills, and abilities. Roles are parts or positions that one plays in life and can be different for each person and can change as a person matures. Personal traits are expressed by a consistent pattern of behavior. Skills and abilities are the capacity to perform a certain task, function, etc. Affirmations are positive statements about something you want to accept or change. Visualizations are imagining yourself in a present or desired strength. Physical traits include age, sex, height, weight, etc.
SOURCE:　EI:016
SOURCE:　Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 219). Woodland Hills, CA: Glencoe/McGraw-Hill.

27. A
Clear the task first with the supervisor. When the task is complete is too late to inform the supervisor. To ask a coworker when you are stuck is not a good idea because the coworker may not give you correct information. Showing initiative is a good trait, but it will cost the company unnecessary money if it has to correct Carl's mistakes.
SOURCE:　EI:024
SOURCE:　EI LAP 2—Hustle! (Taking Initiative at Work)

28. B
Dishonest. What Jamie is doing is wrong because it is stealing. The money in the petty cash fund belongs to the business and is meant to be used to buy small items the business may need. Taking this money is unethical, dishonest, and unacceptable, and Jamie is likely to be fired if caught. Her behavior is not reasonable, impartial, or justified.
SOURCE:　EI:022
SOURCE:　Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (p.184). New York: Glencoe/McGraw-Hill.

29. C
Receptive. Most people are resistant to change out of fear or insecurity. They are, however, more likely to accept change that they have helped to create. Employees feel a sense of responsibility when involved in the process of making changes. Consequently, smart business managers frequently involve employees in the decision-making process leading up to the change. Employees who have had no input may react negatively by being indifferent, resistant, or resigned.
SOURCE:　EI:026
SOURCE:　Lussier, R.N., & Achua, C.F. (2010). *Leadership: Theory, application, & skill development* (4th ed.) [pp. 434-435]. Mason, OH: South-Western Cengage Learning.

30. C
Physical. Any kind of environmental conditions that inhibit communication are considered physical barriers. These might include heat, cold, noise, drafts, uncomfortable furniture, or poor lighting. Emotional barriers are personal feelings that prevent communication. Motivational barriers exist when listeners have no interest in what the speaker has to say. Cultural barriers exist when cultural differences hamper communication.
SOURCE:　EI:007
SOURCE:　John, C. (2011, June 15). *Physical barriers to effective communication.* Retrieved August 15, 2011, from http://www.ehow.com/list_7498638_physical-barriers-effective-communication.html

31. B
Authority. Conflicts occur for many reasons. Power struggles can arise when people want to control, or be in charge of, the same situation. In the example, Ben and Tasha want the same job, so the reason for their disagreement is authority. Disagreements about what constitutes appropriate behavior are conflicts due to unclear boundaries. When people don't know what they're supposed to do, or what someone else expects them to do, the conflict is due to unclear expectations. Exclusion is a reason for a conflict that stems from a feeling of being left out of an activity.
SOURCE:　EI:015
SOURCE:　EI LAP 7—Stop the Madness (Conflict Resolution in Business)

32. D

It varies from group to group. The consensus-building process isn't "one size fits all"—it varies from group to group according to the group's needs. Sometimes, it's best to conduct consensus building formally, and other times, an informal method is appropriate. Group members should consider as many ideas as possible. The more stakeholders involved, the better chance of generating the best ideas and solutions.

SOURCE: EI:011

SOURCE: EI LAP 19—It's a Group Thing (Consensus Building)

33. B

Meeting with the coachee on a regular basis. Meeting with the coachee on a regular basis is an important part of tracking progress. You should begin with praise and tell the coachee what s/he did right before moving on to constructive criticism. You should focus on the coachee's behavior, rather than results. People can make many small improvements before reaching their ultimate goal. Allow the coachee to make mistakes and learn from them.

SOURCE: EI:041

SOURCE: QS LAP 7—Bring Out the Best

34. A

Human relations skills. Human relations are the ways that people form and conduct relationships with one another. Skill in human relations helps employees to develop positive working relationships with each other and to achieve success on the job. Personal grooming, speech habits, and formal education are other factors that can contribute to job success.

SOURCE: EI:037

SOURCE: EI LAP 5—Can You Relate? (Positive Working Relationships)

35. D

Can help you achieve larger financial goals. Making purposeful spending decisions, instead of spending out of habit or impulsively, is an important step in achieving larger financial goals. Even small daily savings add up to significant amounts over time. Day-to-day spending does not have to be sacrificed entirely for future financial security, as long as you're aware of your spending and are making purposeful decisions. Small savings every day are a very practical step in reaching your financial goals.

SOURCE: FI:065

SOURCE: QS LAP 31—Set Yourself Up (Setting Financial Goals)

36. D

Salary. An individual's income is the source of money that the person receives. A person earns income by working and collecting a salary from his/her employer. Other income sources include child support payments, alimony, interest, and profits from investments (e.g., rental properties). Insurance, clothing, and utilities are types of personal expenses.

SOURCE: FI:066

SOURCE: PersonalBudgeting.com. (n.d.). *Budgeting 101*. Retrieved August 15, 2011, from http://www.personalbudgeting.com/tips/tips.html

37. C

The wise use of credit. Credit is the arrangement by which individuals can purchase now and pay later. Many individuals have credit cards because the cards allow them to pay for purchases without using cash. Then, they receive statements on a monthly basis indicating the amount due. If individuals charge only the amount they can afford to pay in full every month, they are using credit wisely. By paying in full, they avoid interest charges which may be high and significantly increase the cost of the purchases. Charging only the amount they can afford to pay in full every month will not necessarily help individuals save money for the future. Charging only the amount they can afford to pay in full every month is not a way to avoid identity theft or an example of making a cash transaction.

SOURCE: FI:071

SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (p. 551). New York: Glencoe/McGraw-Hill.

38. C
Hometown. Although it might be interesting, knowing a potential investment advisor's hometown is not important to discuss when deciding whether to hire him or her. Information about licensing, education, and experience is vital to making your decision.
SOURCE:	FI:076
SOURCE:	Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. (2005). *Personal finance* (p. 260). New York: Glencoe/McGraw-Hill.

39. A
Balance sheet. A balance sheet is a financial statement that captures the financial condition of the business at a particular point in time. The income statement, or profit-and-loss statement, is a financial summary that shows how much money the business has made or lost. A cash-flow projection attempts to predict the movement of money into and out of the business during a future period.
SOURCE:	FI:085
SOURCE:	FI LAP 5—Show Me the Money (Nature of Accounting)

40. C
Complex. When accounting standards are applied, the information produced is relevant, credible, and transparent. It is not complex. Instead, it is easy to understand.
SOURCE:	FI:086
SOURCE:	Financial Accounting Standards Board. (n.d.). *Facts about FASB.* Retrieved August 15, 2011, from http://www.fasb.org/facts/index.shtml

41. C
Industry standards. Even when a business is earning a profit, it will still want to know how it is doing by industry standards. A competitive analysis of income statement figures helps a business to see its strengths and weaknesses in relation to those of the competition. Businesses usually do not share their marketing procedures with competitors. Economic forecasts and research projections indicate how businesses might do in the future.
SOURCE:	FI:094
SOURCE:	FI LAP 4—Watch Your Bottom Line (Income Statements)

42. D
Anticipated profit. When a business has an efficient budget, it is able to use that budget as a management tool to plan for anticipated profit. Profit is the income left over once expenses are paid. With profit, businesses can develop financial goals such as savings, expanding the business, and purchasing new equipment. Businesses usually are not able to plan for future competition, long-range economic conditions, or possible governmental regulations.
SOURCE:	FI:106
SOURCE:	FI LAP 3—Money Tracks (Nature of Budgets)

43. C
Orientation. Orientation is job preparation or induction training in which new employees are acquainted with their surroundings, receive general information about the company and its policies, and are given specific information about their jobs. Introducing new employees to their coworkers is an important step in this process because it helps to make the new employees feel comfortable and part of the work group. Application and selection are steps in the recruiting and hiring processes. Promotion occurs after employees have been on the job for a period of time and have received favorable evaluations.
SOURCE:	HR:360
SOURCE:	Noe, R.A., Hollenbeck, J.R., Gerhart, B., & Wright, P.M. (2010). *Human resource management: Gaining a competitive advantage* (7th ed.) [pp. 333-335]. New York: McGraw-Hill Irwin.

44. C

Room accommodations that the guest has selected in the past. Although knowing the chef's specials and specialties, special events at the hotel, and the total number of booked rooms might be nice, that information would not be as useful in this situation as the guest's past room accommodations. Hotel staff could more successfully personalize the guest's stay if they knew such details as whether the guest prefers a smoking or non-smoking room, a handicap-accessible room, a king bed, a suite, etc.

SOURCE: IM:420

SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [p. 266]. Tinley Park, IL: Goodheart-Willcox.

45. B

Lodging occupancy rates will increase. Hospitality and tourism businesses monitor trends. Trends provide hospitality and tourism businesses with information about changes that are occurring in the industry. By knowing about industry changes, hospitality and tourism businesses can adapt so they can effectively compete in the marketplace. Because hospitality and tourism businesses are often interdependent, they will watch trends for various types of businesses within the industry. For example, if more people are booking airline flights to popular destinations, then they will need lodging, which increases the lodging occupancy rates. If more people need lodging, the hotels need to ensure that they have the resources to accommodate the higher number of guests. If more people are traveling, it is likely that they will spend more money at restaurants and that more people will attend or visit area tour attractions. If tourism increases, then the area's unemployment rate will likely decrease because more businesses will be hiring employees to meet the higher demand for hospitality and tourism products.

SOURCE: IM:425

SOURCE: Goeldner, C.R., & Ritchie, J.R. (2003). *Tourism: Principles, practices, philosophies* (9th ed.) [pp. 25-26, 30, 33]. New York: John Wiley & Sons.

46. B

Observation. When you observe customers in action while they're in the restaurant, you can obtain a more accurate picture of their buying or usage patterns/habits. For example, you could watch to see what foods remain uneaten on plates. Researchers have discovered that responses customers give in focus groups, personal interviews, and surveys don't always match their buying or usage habits/patterns.

SOURCE: IM:349

SOURCE: *The five basic methods of market research.* (1999-2011). Retrieved August 15, 2011, from http://www.allbusiness.com/marketing/market-research/1287-1.html

47. A

3. 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 (10) said that they ate pizza 3 times a week. Therefore, 3 is the number or value that appears the most often. The average, or mean, is 2.2, and the range is 4.

SOURCE: IM:416

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 171). Woodland Hills, CA: Glencoe/McGraw-Hill.

48. A

To simplify complex information. Presentation software is used to produce multimedia presentations that often include slides, video, graphics, sound, color, etc. The use of this type of software often helps business managers to present complex information in a simplified manner by displaying it in a visual format. For example, statistics can be presented in the form of a colorful pie chart, or a complicated production process can be shown on film. Used in conjunction with a report, the visual presentation helps readers to understand the information because they are able to see it. Spreadsheet software is used to analyze financial data. Word processing software is used to record minutes of meetings. Graphics and design software are used to design marketing materials.

SOURCE: IM:386

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 201-202). New York: Glencoe/McGraw-Hill.

49. A
Consumers need tangible characteristics as "signals" of quality before they buy. Consumers are uncertain about the quality of an intangible like a service and are reassured by tangible characteristics. Service marketers understand that consumers draw conclusions about service quality—and consequently make purchase decisions—based on things they can see: place, people, price, equipment, and communications. Consumers need "sizzle" in a variety of purchases they make—something that isn't limited to services. Solid propositions or offers can be made in the "intangible" services arena, as well as in more tangible areas. "Returns" are not the reason consumers are drawn to services with some tangible qualities.
SOURCE: MK:008
SOURCE: Lovelock, C., Wirtz, J., & Chew, P. (2009). *Essentials of services marketing* (pp. 11, 24). Singapore: Prentice Hall.

50. C
Getting a job at a publishing company. Getting a job at a publishing company would be considered a long-term goal. Goals are statements that clearly describe tasks to be accomplished. Some goals are long-term, and some are short-term. Passing your history test tomorrow, washing the dishes, and finishing your current project are all short-term goals because they can be accomplished in the very near future.
SOURCE: MK:015
SOURCE: MK LAP 2—Act Now! (Employee Actions and Company Goals)

51. C
Guest history record. Guest history records provide reservation agents and front-desk employees with information about returning guests. When contact information and guest room preferences are already stored in the property's computer system, the hotel employees can simply verify existing information, which personalizes the transaction and facilitates good customer service. A credit rating is information on the credit history of a particular prospect or customer. A complaint log is a list of customers' complaints or issues, such as a leaky faucet or slow room service. A room status report advises hotel staff which rooms are occupied and which rooms are available for new arrivals.
SOURCE: MP:034
SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [p. 266]. Tinley Park, IL: Goodheart-Willcox.

52. B
Politicians are unethical and should not be trusted. When analyzing information, it is important to separate opinion from fact. Facts contain true data or information. An opinion is a person's point of view or belief about a topic. A person may believe that all politicians are unethical and untrustworthy, but not all people believe this statement, nor can the statement be proven. The alternative statements are facts.
SOURCE: NF:077
SOURCE: Cuesta College. (2003, November 6). *Interpreting what you read.* Retrieved August 15, 2011, from http://academic.cuesta.edu/acasupp/as/310.HTM

53. C
Presentation. Presentation is the way in which the information is communicated. It addresses such factors as clarity of language used, sufficiency of font size, clarity of layout, effectiveness of colors, usefulness of graphics or photos, clarity of audio or video (if included), and helpfulness of any animation used. Presentation is particularly important on the Web since so much time is spent reading online. Relevance deals with whether the information pertains to the topic being researched. Objectivity deals with presenting unbiased information. Timeliness deals with how up-to-date the information is; however, the importance of timeliness will vary from topic to topic.
SOURCE: NF:079
SOURCE: Lesley University. (2011). *Evaluating web sites: Clarity.* Retrieved August 15, 2011, from http://www.lesley.edu/library/guides/research/evaluating_web.html#clarity

54. C
Bookmarking. The bookmarking computer tool allows users to save URL addresses on their computers. The bookmarking tool allows users to quickly return to favorite or frequently visited web sites without reentering a specific URL address every time they want to access the web sites. This is a beneficial tool for businesspeople who need to do ongoing research, or for employees who need to access vendor and customer web sites several times a day. The highlighting function allows computer users to highlight or mark text in a document or spreadsheet. Sorting allows users the ability to organize, classify, or categorize data in a specific format, such as an alphabetical or numerical sequence.
SOURCE: NF:081
SOURCE: Calore, M. (2009, February 4). *Yahoo debuts Search Pad, a passive bookmarking tool for web searches.* Retrieved August 15, 2011, from http://www.wired.com/epicenter/2009/02/yahoo-debuts-se/

55. A
Paper forms. Technological innovation is greatly reducing the need for paper forms because much of the information that previously was stored and transmitted on paper is now being sent by computer. Businesses often send e-mails rather than letters or printed documents. Various types of disks store vast amounts of data that once were housed in file cabinets. Computerized invoices enable businesses to send bills and receive payment without the need for printed forms. As technology continues to advance, the need for paper forms will continue to decrease. Technological innovation has increased the use of skilled workers. Technological innovation has not decreased the use of phone systems and fax machines for all businesses.
SOURCE: NF:003
SOURCE: BusinessKnowledgeSource.com. (2003-2010). *Tips for reducing paper work*. Retrieved August 15, 2011, http://www.businessknowledgesource.com/blog/tips_for_reducing_paper_work_024368.html

56. B
Operating system. The operating system consists of the basic components (i.e., central processing unit, hard drive, modem, keyboard, display screens) needed to run all of a computer's applications and programs. Without the operating system intact, computer users cannot connect to the Internet, conduct a query through an Internet search-engine, or use a software program's task toolbar.
SOURCE: NF:085
SOURCE: Webopedia.com. (2011). *Operating system.* Retrieved August 15, 2011, from http://www.webopedia.com/term/o/operating_system.html

57. D
To maintain customer lists. Database software programs are designed to sort, arrange, and locate a wide variety of information. Many businesses use database software to maintain customer lists that can be arranged alphabetically, by zip code, by date of last purchase, or by many other criteria. This type of software allows businesses to generate mailing lists of specific customers based on a variety of factors. Businesses use spreadsheet software to track operating expenses, desktop publishing programs to prepare annual reports, and graphics programs to design company stationery.
SOURCE: NF:009
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 199). Woodland Hills, CA: Glencoe/McGraw-Hill.

58. A
Online booking. Many hospitality and tourism businesses offer websites that enable customers to conveniently book their reservations online. This gives customers 24-hour access to reservation systems when it's convenient for them to quickly make a reservation. Customer reservation systems are used by travel agents. Examples of CRSs used in the U.S. are Sabre, Apollo, Worldspan, System One, and Galileo. Customer relationship management software are databases of customer information. Websites by themselves would not expedite the reservation process for customers.
SOURCE: NF:106
SOURCE: Hallisoft. (1999-2011). *RezEasy online reservation software.* Retrieved August 15, 2011, from http://www.hallisoft.com/RezEasy/RezEasy.html

59. D
Changes in regulation. An environmental scan is an analysis of external forces that influence a business's success. By examining political, economic, socio-cultural, and technological factors that affect the business, it can take steps to ward off the threats and to take advantage of the opportunities based on the information that the scan provides. Political factors that a business might examine include changes in regulation (laws) that govern how the business operates. The fluctuation of unemployment rates is an economic factor. Shifts in consumer lifestyles are socio-cultural factors. Widespread use of wireless devices is a technological factor.
SOURCE: NF:015
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 30-32, 84-86). New York: Glencoe/McGraw-Hill.

60. C
Safety instructions for handling goods. Accidents frequently occur in the stockroom because employees improperly lift heavy items. Many businesses provide recommended guidelines for proper lifting in order to prevent injuries. Procedures and guidelines for receiving and transferring goods do not address accident prevention. Wearing a special shirt would not prevent accidents in the stockroom.
SOURCE: OP:009
SOURCE: Spears, M.C., & Gregoire, M.B. (2004). *Foodservice organizations: A managerial and systems approach* (5th ed.) [pp. 320-323]. Upper Saddle River, NJ: Prentice Hall.

61. B
For security. Some businesses use electronic video monitor systems to watch the interior and exterior of the property in order to make sure these areas are secure for customers and employees. These systems record on videotape any breakdowns in security and can be used to identify suspects in the event of theft. Communication involves the exchange of information between individuals or groups. Maintenance involves the upkeep and repair of equipment and facilities. Management involves overseeing the operation of a business or a certain aspect of a business.
SOURCE: OP:013
SOURCE: Kimiecik, R.C., & Thomas, C. (2006). *Loss prevention in the retail business* (pp. 66-72). Hoboken, NJ: John Wiley & Sons.

62. B
Set alarms on doors at night. Security procedures are activities that employees should follow to protect the business from loss. These security procedures are intended to reduce the risk of theft, robbery, assault, and other violent crimes, all of which might result in a loss for the business. An example of a security procedure is setting alarms on doors at night. This procedure might protect the business from theft, which usually results in financial loss. Complying with local safety regulations, knowing where first aid kits are located, and memorizing emergency phone numbers are not examples of security procedures that employees should follow to minimize the risk of loss.
SOURCE: OP:152
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 726). New York: Glencoe/McGraw-Hill.

63. B
Setting goals. Project management involves planning, scheduling, and monitoring the progress of the project to achieve a specific goal. Therefore, one of the most important aspects of project management is developing a clear understanding of the project objectives, or goals. Once the goal has been set, the project manager guides the group to complete the project and accomplish the goal. Project managers seek employees who have the training and ability to participate in the project. It is not always necessary to buy supplies to complete a project. If mistakes occur, the project manager helps the group to correct the mistakes and continue the project.
SOURCE: OP:158
SOURCE: QS LAP 18—Make It Happen (The Nature of Project Management)

64. D

Leadership. For a project manager, one of the most important skills is the ability to guide or direct the actions of others in a desired manner. One of the project manager's main roles is to lead the group to achieve the project's goal. Managers who have good leadership skills are able to motivate group members and persuade members to follow their directions. Project managers also need to have decision-making skills and communication skills. However, leadership skills enable managers to guide or direct the actions of others. The group usually sets the goals of the project, although the manager guides the discussion.

SOURCE: OP:002

SOURCE: QS LAP 18—Make It Happen

65. D

Developing specifications. Specifications are standards that are established and described in detail. Before businesses can send requests for bids to vendors, a business must develop specifications for the products it wants to purchase. Vendors need to know what the business wants in terms of quality, size, style, quantity, etc., before they can prepare a bid. Once the business has developed exact specifications, it can request bids. The bids specify a certain price for the purchase of the requested items. Therefore, businesses often accept the lowest bidder instead of negotiating price. Once a bid is accepted, a business might schedule the delivery of the items being purchased. Managing the bid process does not involve targeting customers.

SOURCE: OP:160

SOURCE: Monczka, R.M., Handfield, R.B., Giunipero, L.C., & Patterson, J.L. (2009). *Purchasing and supply chain management* (4th ed.) [pp. 56, 58]. South-Western Cengage Learning.

66. C

$35. Employees who have responsibility for buying office supplies and paying invoices are in a good position to help the business control expenses. If an employee receives an invoice offering a discount for paying within a certain period of time and takes advantage of the discount, the business will save money. In this situation, the business will save $35 because 2% of $1,750 is $35. Calculate the savings by multiplying the amount of the invoice by the percentage of discount ($1,750 X 2% or .02 = $35).

SOURCE: OP:025

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials: Teacher wraparound edition* (pp. 555-556). Woodland Hills, CA: Glencoe/McGraw-Hill.

67. A

Wearing disposable gloves when handling the items. Employees can protect their hands from bacteria-ridden waste or dangerous cleaning chemicals by wearing disposable gloves. For example, direct contact with strong or dangerous chemicals (e.g., cleaners) might irritate skin or cause an allergic reaction. To reduce contamination, it is preferable to store recyclables outside the premises. Waste or trash is usually not sanitized. To reduce the risk of contamination, employees should wash their hands after handling trash.

SOURCE: OP:134

SOURCE: Paster, T. (2007). *The HACCP food safety training manual* (p. 33). Hoboken, NJ: John Wiley & Sons.

68. A

Keep a minimum amount of cash in the cash register. Many businesses keep a limited amount of cash in the cash register. When a certain level is reached, the cash is transferred to a safe. If a robbery occurs, only a small amount of cash will be lost. Building in a better part of town does not prevent a robbery from occurring. Surveillance cameras may deter robberies but will not prevent them. Carefully screening all job applicants may reduce employee theft.

SOURCE: OP:113

SOURCE: Greene, C.L. (2006). *Entrepreneurship: Ideas in action* (3rd ed.) [p. 174]. Mason, OH: Thomson/South-Western.

69. C

Manner in which you carry yourself. Body language includes gestures such as facial expressions, nervous habits (e.g., nail biting), and posture. Certain gestures generate impressions that suggest one's level of confidence or comfort in certain situations. For example, crossing the arms close to your body often indicates a feeling of defensiveness. Nonverbal cues can affect how others respond. The ability to maintain an appropriate body weight is a health issue. The ability to manage budgets and the level of work productivity are not considered nonverbal communication cues.

SOURCE: PD:002
SOURCE: PD LAP 5—Brand ME! (Personal Appearance)

70. D

Addressing them by name. Addressing personnel directors by their names is an effective technique because the directors often feel that the job seekers are more interested in the positions because they have taken the time to find out the directors' names. Also, letters addressed to a specific person are more likely to be read by that person than letters that are addressed to a general title or office. Usually, it is not appropriate for a job applicant to invite a prospective employer to lunch, ask for an immediate response to an inquiry, or request salary information.

SOURCE: PD:026
SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (pp. 125, 144-145). New York: Glencoe/McGraw-Hill.

71. A

Find out about the business. It is important to be prepared before interviewing for a job. Part of being prepared involves finding out about the business. A lot of information is easy to obtain because many businesses have web sites that provide an overview of the business and its operation. Also, it may be possible to visit the business or ask friends and family members about it. Knowing what the business does will make it easier to ask and answer specific questions related to the job. It is not always necessary to call for directions before an interview. Applicants prepare a follow-up letter after the interview. It may not be possible to decide on an appropriate salary until the applicant learns more about the job during the interview.

SOURCE: PD:028
SOURCE: Bailey, L.J. (2003). *Working: Career success for the 21st century* (3rd ed.) [pp. 65-66]. Mason, OH: South-Western.

72. A

Be brief, concise, and prompt. A follow-up letter after a job interview should be businesslike, not chatty and personal. It should be written on plain stationery of a subdued color, not on colorful notepaper. It should also be very short, to the point, sent promptly after the interview, and appreciative of the time the interviewer gave you.

SOURCE: PD:029
SOURCE: Bailey, L.J. (2003). *Working: Career success for the 21st century* (3rd ed.) [p. 71]. Mason, OH: South-Western.

73. D

Resort activities director. A resort activities director is responsible for developing and coordinating a selection of activities for resort guests. These activities might include golf, swimming, tennis, skiing, etc. The resort activities director usually supervises a staff of assistant managers, instructors, and entry-level employees. Given Lynda's educational background, interest in sports, and work experience, she would probably do well as a resort activities director. While she might also be a good timeshare sales manager, human resources director, or convention manager, she is most qualified for a career as resort activities director.

SOURCE: PD:272
SOURCE: Ninemeier, J.D. & Perdue, J. (2008). *Discovering hospitality and tourism: The world's greatest industry* (2nd ed.) [pp. 160-161]. Upper Saddle River, NJ: Pearson Prentice Hall.

74. C
Seniority. Seniority refers to the length of time an individual has been employed by a business. Those who have been employed the longest have the most seniority. When all other factors, such as ability and competence, are equal, businesses often promote on the basis of seniority. The feeling often is that a competent person who has been with the company for a long time is entitled to a promotion before a competent person who has less time on the job. It is illegal for businesses to promote employees based on their gender or age. Tenure is a status given to teachers after a certain amount of time that protects them from being dismissed.
SOURCE: PD:034
SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (p. 487). New York: Glencoe/McGraw-Hill.

75. A
Leadership skills. Leadership is the ability to guide or direct the actions of others in a desired manner. Employees who want to progress through the ranks of management should develop their leadership skills because they will be expected to supervise and lead their subordinates. Employees who demonstrate good leadership skills often are given more responsibility and authority over others. Employees who want to enhance their careers often develop their professional contacts rather than their social contacts. Job expectations are what employees hope to accomplish or achieve in their careers. Employees do not need to develop their artistic abilities in order to progress through the management ranks.
SOURCE: PD:035
SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (p. 285). New York: Glencoe/McGraw-Hill.

76. C
Transportation. The development of rail, automobile, and air travel in the past 150 years has had the most impact on the growth in the hospitality arena. Business and leisure travel has dramatically expanded because the time, comfort, and ease of travel has improved. This, in turn, creates a demand for facilities to house a wide variety of travelers. The retail, lumber, and banking industries would be impacted by growth or decline of the hospitality industry. The higher demand for hospitality services would naturally result in a higher demand for financial backing, building materials for the facilities, and retail establishments for travelers.
SOURCE: PD:105
SOURCE: Vallen, G.K., & Vallen, J.J. (2005). *Check-in: Check-out* (7th ed.) [p. 4]. Upper Saddle River, NJ: Prentice Hall.

77. A
Seasonality. The prices of many hospitality and tourism products are impacted by the season in which the product is used. For example, Florida resort prices are higher from October 15th to April 15th when the weather attracts people to the warm climate. However, between April 15th and October 15th, their prices decrease because demand decreases when weather conditions become hot, humid, and rainy. Hospitality and tourism products are intangible rather than being tangible. They are not fragile or elastic. In economic terms, the demand for hospitality and tourism products varies as their price increases; therefore, they're considered products with elastic demand.
SOURCE: PI:039
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [pp. 295-296, 309]. Boston: Prentice Hall.

78. D
To appeal to the target market. Core values represent the underlying worth of products and the image those products project. Products have value beyond price, and these values often are more important to customers than the price. For example, the core values of one product might include quality construction and a respected reputation. These are the values that appeal to the target market and encourage the target market to buy the products. A business does not communicate the core values of its products to justify the price, develop appropriate advertising, or analyze market research.
SOURCE: PM:214
SOURCE: Soloman, M.R., Marshall, G.W., & Stuart, E.W. (2008). *Marketing: Real people, real choices* (5th ed.) [pp. 287-289]. Upper Saddle River, NJ: Pearson Prentice Hall.

79. D
5. To determine the number of times stock turns for an item in a set time period, divide the total number of units sold by the average number of items in stock (6,225 ÷ 1,245 = 5).
SOURCE: PM:224
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 513-514). Woodland Hills, CA: Glencoe/McGraw-Hill.

80. B
Season of the year. The season of the year is an important factor to consider when deciding when to buy because many fresh fruits and vegetables have specific growing seasons. These items are of the highest quality and have the best flavor, texture, and taste if they are purchased during their peak seasons.
SOURCE: PM:262
SOURCE: McWilliams, M. (2009). *Food fundamentals* (9th ed.) [p. 94]. Upper Saddle River, NJ: Pearson Education.

81. C
Buy in quantity. It is often possible for buyers to negotiate prices and terms with vendors because of the volume of their purchases. No one can assure manufacturers of a profit, as many other economic factors are involved in addition to sales. Buyers represent the business or store rather than the manufacturer or producer. Buyers for small hotel gift shops buy in small quantities.
SOURCE: PM:263
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 579-580). Woodland Hills, CA: Glencoe/McGraw-Hill.

82. A
E-mail. Direct marketing messages can be communicated to consumers via many different media, including e-mail, direct mail, web site, television, radio, print, etc. A company web site or television, radio, and print advertisements are useful when communicating with a relatively broad target market. Direct mail, on the other hand, allows marketers to target a more specific group of individuals, based on the fact that advertisements can be sent directly to certain people's homes. However, given the fact that the company plans to communicate with this list of interested individuals on a weekly basis, direct mail would become costly. Provided that the interested individuals have given Smoky Mountain Cabin Rentals specific permission to send advertisements via e-mail, weekly promotional e-mails would probably be the best way to communicate directly with these potential guests.
SOURCE: PR:320
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [p. 638]. Mason, OH: South-Western Cengage Learning.

83. A
Search-engine friendly. Corporate blogs are typically used to draw attention to particular products and/or businesses. To attract readers to the blogs so that they learn about these products and businesses, the blogs must be search-engine friendly. Blog posts must contain key words and phrases that customers typically search for, and the links to these posts must appear early in search results. Rather than being updated once per month, effective corporate blogs are typically updated at least once per week. To appeal to a broad audience, corporate blogs should avoid jargon and technical language. Instead, effective blog posts tend to be easy to read and understand. A corporate blog does not have to be written exclusively by one author. Some of the most effective corporate blogs are written by multiple individuals with varying points of view and positions with their companies. Involving more than one author can prevent a blog from becoming bland and boring.
SOURCE: PR:281
SOURCE: Buildify. (2011, June 22). *Positive qualities for a corporate blog.* Retrieved August 15, 2011, from http://www.buildify.com/positive-qualities-for-a-corporate-blog/

84. A

#JilliansB&B. To be effective, business hashtags should be memorable, easy to spell, and relatively short. (The maximum length for a Twitter message, or tweet, is 140 characters). It is also wise to choose a tag that reflects the business's brand and products. Twitter hashtags are used to catalog and connect tweets that focus on the same topic. In this case, tweets containing the tag #JilliansB&B would pertain to Jillian's new bed and breakfast establishment.
SOURCE: PR:300
SOURCE: Catone, J. (2009, September 4). *How to: Use Twitter hashtags for business.* Retrieved August 15, 2011, from http://mashable.com/2009/09/04/twitter-hashtags-business/

85. C

Resume.doc. An attachment is a computer file that is sent with an e-mail. Examples of attachments are resume.doc., salesletter.wpd, and ebook.pdf. Due to this diversity, the appropriate software is needed to open the attached file. To avoid this complication, e-marketers can send .txt attachments which can be opened with the text editors found on most computers. Nike.com and http://www.org are Internet addresses. Smith@aol.com is an e-mail address.
SOURCE: PR:165
SOURCE: eHow.com. (1999-2011). *How to send an e-mail attachment.* Retrieved August 15, 2011, from http://www.ehow.com/how_4942_send-e-mail.html

86. C

To create a social context for the brand. Illustrations are often used to associate a brand with a certain social setting, group of people, and lifestyle. The resort uses its advertisement illustrations to relay the message that its guests are usually active older adults who are well-off financially. Unusual, clever illustrations are usually used to stimulate reading of the body copy. Dramatic visual effects are typically used to make a brand "heroic." Advertisement illustrations normally have a greater purpose than to simply add color to ads.
SOURCE: PR:322
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [pp. 408-412]. Mason, OH: South-Western Cengage Learning.

87. D

Using a large visual. The purpose of creating effective advertising layouts is to design an ad that attracts attention. An important part of creating effective advertising layouts often involves using a large visual because large visuals attract attention. A large visual might be a photograph, an illustration, or another type of image that is appropriate for the product and the target market. Selecting a slogan, writing a signature, and developing a message are activities that take place before the advertising layout is created.
SOURCE: PR:275
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 429-430). New York: Glencoe/McGraw-Hill.

88. C

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.

89. C

Close. The close is the action step in a print advertisement. A good close will ask a reader to respond in some way. A brand is a name, term, symbol, or design that identifies a product and distinguishes it from competitors' products. A slogan begins as a successful headline and through continuous use becomes a standard statement, such as AT&T's "Reach out and touch someone." A seal, such as that awarded by the Good Housekeeping Institute, is awarded only when a product meets established standards.
SOURCE: PR:126
SOURCE: Arens, W.F. (2004). *Contemporary advertising* (9th ed.) [p. 422]. Boston: McGraw-Hill Irwin.

90. D

That corrections have been made. A revised proof is the second step in checking advertising proofs. After the original proof has been checked and returned to the publisher, the publisher may return a revised proof to the advertiser as evidence that the advertiser's corrections have been made. The corrections that need to be made are shown on the original proof. A revised proof does not suggest illustrations or copy revisions.
SOURCE: PR:130
SOURCE: Arens, W.F. (2004). *Contemporary advertising* (9th ed.) [p. 464]. Boston: Irwin/McGraw Hill.

91. D

Community outreach activities. When hospitality and tourism businesses participate in community outreach activities, local residents learn of their participation often because of media coverage. As a result of the media exposure, local residents may become loyal customers because they appreciate what the businesses are doing for the community. For example, if businesses donate a percentage of sales to local charities, residents are encouraged to buy from those businesses because the money is going back to the community. Businesses do not build customer loyalty by participating in service-quality programs, marketing research studies, or industry-related meetings.
SOURCE: PR:341
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 134-136). New York: Glencoe/McGraw-Hill.

92. C

A link on the *Midwest Lodging Directory* website. A directory is an online index of websites that share a common theme, such as lodging in the Midwestern United States. Since the bed and breakfast's target market lives in Indiana and Kentucky, the hotel needs to market itself in publications and on websites such as the *Midwest Lodging Directory* that reach honeymooners and married couples in both states. While e-zines are another option for marketing online, an article about the hotel in an e-zine for teenagers is unlikely to reach the right audience. An advertisement in the *Indiana Adventures* e-newsletter would probably reach a portion of the bed and breakfast's target market. However, it is not as likely to attract as much of the target market as the link on the *Midwest Lodging Directory* would. The *U.S. Hotel and Lodging* portal might be a popular starting point for searching the Web when someone wants to research lodging throughout the U.S., but its target audience is not likely to be as similar as the Elm Creek Bed and Breakfast's as the *Midwest Lodging Directory* would be.
SOURCE: PR:333
SOURCE: Wild, S. (n.d.). *How to attract more people to your web site.* Retrieved August 15, 2011, from http://www.e-jaz.com.au/tips/marketing.htm

93. A

Evaluate the information. The information to be presented should be evaluated to determine whether it is newsworthy. If it is not, preparing a news release on the subject will be a waste of time because the media will not use it. Listing the important facts prioritizes your information so that the major facts will come first. Identifying the media involves deciding which media should receive the release. Evaluating the response refers to determining whether the release was used.
SOURCE: PR:057
SOURCE: Clow, K.E, & Baack, D. (2010). *Integrated advertising, promotion, and marketing communications (*4th ed.) [pp. 356-357]. Upper Saddle River, NJ: Prentice Hall.

94. D
Transactions. A transaction is a business activity such as a sale or a purchase. Monitoring transactions is one way for businesses to track marketing-communications activities because most of these activities are intended to generate sales. For example, businesses place ads, offer coupons, and send direct-mail pieces to customers to encourage them to buy. When customers use the coupons during a sales transaction, businesses can track the marketing-communications activity. Businesses do not track marketing-communications activities by monitoring invoices, suppliers, or priorities.
SOURCE: PR:335
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 28-29). Woodland Hills, CA: Glencoe/McGraw-Hill.

95. A
Sales promotion. Sales promotion refers to the activities other than advertising, personal selling, and publicity that stimulate customer purchases. Coupons and samples are examples of sales promotion. Institutional advertising refers to any paid nonpersonal message that aims to create a certain image in the eyes of consumers. Opt-in e-mail refers to electronic promotional messages that are sent with a recipient's permission and allow the recipient to request removal from the subscriber list at any time. A trade-in allowance is a price reduction offered for selling back an old model of the product that the customer is purchasing.
SOURCE: PR:121
SOURCE: Silva, K.E., & Howard, D.M. (2006). *Hospitality and tourism* (pp. 260-263). Woodland Hills, CA: Glencoe/McGraw-Hill.

96. D
Special incentives. Special incentives, such as price reductions and discounts, are intended to encourage customers to buy goods and services. Other types of special incentives used to encourage customers to purchase are premiums, contests, and sweepstakes. Publicity is any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual which benefits from it. Public-relations promotions are a type of institutional promotion created to deal with controversial public issues that are related to a company or its products. Visual merchandising is another term for display.
SOURCE: PR:082
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 372). Woodland Hills, CA: Glencoe/McGraw-Hill.

97. C
Product substitution. Product substitution is suggesting merchandise other than the original request when the business doesn't have the item requested or when the salesperson recognizes the customer's true needs. Suggestion selling is the process of suggesting related items once a buying decision has been made. Buying signals are hints that the customer is ready to buy. Product knowledge is information about a product.
SOURCE: SE:114
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 305). Woodland Hills, CA: Glencoe/McGraw-Hill.

98. C
Listen. The salesperson should listen carefully to the customer's objection in order to be absolutely certain that s/he understands the person's concern. This is particularly true when a salesperson is attempting to anticipate possible objections. Showing empathy, avoiding argument, and pausing before answering are all appropriate procedures in responding to an objection once it is understood.
SOURCE: SE:874
SOURCE: SE LAP 100—Converting Objections (Selling)

99. A

Provide information. To sell effectively, salespeople should provide the information about a good or service that will satisfy the individual's needs. If individuals already know what they need, the salesperson may only need to show them the product and answer a few simple questions. However, if the individuals are not sure about what they want, a salesperson may need to provide a lot of information about price, benefits, uses, warranties, etc. Providing the right information will help make the sale. Only when individuals have all the information they need, will the salesperson be able to sell a product. After an individual decides to buy, a salesperson might offer to arrange financing. Brochures may be used to provide information, but they are prepared in advance.

SOURCE: SE:046

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 266). Woodland Hills, CA: Glencoe/McGraw-Hill.

100. B

Desire for convenience. Travelers select certain lodging facilities for many reasons or for a combination of reasons. Because Ms. Woo is staying in a hotel across the street from her client's office implies that one reason Ms. Woo selected the hotel was for the convenience of being near the office where she was planning to attend a business meeting. Because there is not enough information revealed about the location or Ms. Woo, it cannot be determined whether additional factors for her selection included relaxation, safety, or prestige.

SOURCE: SE:220

SOURCE: Silva, K.E. & Howard, D.M. (2006). *Hospitality & tourism* (p. 15). Woodland Hills, CA: Glencoe/McGraw-Hill.