Hospitality and Tourism Cluster Exam

HLM - Hotel and Lodging Management Series Event

HTDM - Hospitality Services Team Decision Making Event

HTPS – Hospitality and Tourism Professional Selling Event

QSRM - Quick Serve Restaurant Management Series Event

RFSM - Restaurant and Food Service Management Series Event

TTDM - Travel and Tourism Team Decision Making Event

1. B
Legally binding. In order for a contract to be legally binding, an offer must be made by one party and accepted by the other party. In effect, the two parties are agreeing to the terms stated in the contract. Then, both parties must live up to those terms. All contracts do not need to be notarized, put in written form, or interpreted correctly.
SOURCE: BL:002
SOURCE: Beatty, J.F., & Samuelson, S.S. (2008). *Essentials of business law* (3rd ed.) [p. 212]. Mason, OH: Thomson/South-Western.

2. C
Fiduciary. An agent is someone who acts on the behalf of another party. The agent often negotiates contracts and handles legal issues for another person with that person's consent. The agent who shows that s/he is loyal, trustworthy, and acting in the best interest of his/her client (principal) is fostering a fiduciary relationship. Authoritative relationships are based on a particular level of control. Principal is a legal term that describes the client. Legislative processes involve the procedures in which people or governments establish laws.
SOURCE: BL:072
SOURCE: Beatty, J.F., & Samuelson, S.S. (2008). *Essentials of business law* (3rd ed.) [p. 625]. Mason, OH: Thomson/South-Western.

3. C
To be informed about a destination's social conditions. Travel agents and tour operators have an obligation to inform clients about the social and political conditions in a destination that they are considering visiting. Clients have a right to know if there is political unrest, a threat of terrorism, or other dangerous situations that might affect their travel plans or their safety. They should be made aware of possible problems in order to make an informed decision as to whether to visit certain destinations. Travel agents and tour operators usually do not discuss a competitor's refund policy. They often ask customers if they want to buy trip insurance, but that is not considered a customer right. Travel to most foreign countries is not dangerous. However, if travel to some areas is dangerous, customers have a right to know.
SOURCE: BL:135
SOURCE: Soloman, M.R., Marshall, G.W., & Stuart, E.W. (2008). *Marketing: Real people, real choices* (5th ed.) [p. 69]. Upper Saddle River, NJ: Pearson Prentice Hall.

4. A
Disintermediation. Traditionally, disintermediation has involved the elimination of intermediaries or middlemen like Kathy. This results in the transfer of products directly from producers (in this case, airlines) to the ultimate consumer. More broadly, though, disintermediation can include the displacement of traditional intermediaries with new, radically different types of intermediaries such as online travel agencies. The online travel agencies are successful because they can bring more value to consumers than many traditional brick-and-mortar travel agencies. A discrepancy of assortment is a difference between the product lines that a firm offers and the assortment of products that the consumer wants. Bulk-breaking involves dividing large quantities of products into smaller quantities as products move from the producer to middlemen to consumers. There is no indication that bulk-breaking is occurring. Exclusive distribution involves selling products through only one intermediary in a certain geographic area. Since more than one firm is selling airline tickets in the geographic area, exclusive distribution is not taking place.
SOURCE: CM:006
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [p. 327]. Upper Saddle River, NJ: Prentice Hall.

5. B
Providing training programs. Positive channel relationships require collaboration among channel members. Collaboration involves sharing relevant information, setting mutually-beneficial goals, and developing a team-oriented attitude. Channel leaders have the most power or leverage in the channel, and can implement tactics to foster positive relationships. Providing channel members with product training programs helps channel members be successful in selling the products. Encouraging a competitive culture among channel members, using aggressive tactics, and selling directly to end users are more likely to create conflict and have a negative impact on channel relationships.
SOURCE: CM:008
SOURCE: Soloman, M.R., Marshall, G.W., & Stuart, E.W. (2008). *Marketing: Real people, real choices* (5th ed.) [pp. 488-489]. Upper Saddle River, NJ: Pearson Prentice Hall.

6. A
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.

7. C
To share many different opinions. Many businesses encourage employees to participate in group discussions to analyze problems and find solutions. The advantage is that when employees share many different opinions, there is an increase in the chance of developing useful recommendations. However, for the group discussions to be useful, all members must feel comfortable and be willing to express their opinions. Businesses do not make it possible for employees to participate in group discussions to discuss personal issues, to plan extracurricular activities, or to have casual conversations.
SOURCE: CO:053
SOURCE: Hyden, J.S., Jordan, A.K., Steinauer, M.H., & Jones, M.J. (2006). *Communicating for success* (3rd ed.) [p. 554]. Mason, OH: Thomson South-Western.

8. D
Time. The system used or the way information is organized often depends on the type of information or task at hand. In the example, the employee must track delinquent accounts. Because some accounts are more overdue than other accounts the employee may use time as a method of organizing the information. Each interval may require the employee to take a different action, such as mailing a late notice to accounts that are 30 days past due, calling accounts that are 60 days past due, and turning accounts over to collection agencies that are 90 days past due. Each action is based on a certain time frame. The example does not indicate if the invoice numbers, locations, or names are organized in a specific manner.
SOURCE: CO:086
SOURCE: Bradley, S. (2010, March 15). *How to organize information and improve your design.* Retrieved August 16, 2012, from http://www.vanseodesign.com/web-design/organizing-information/

9. B
Understand the process you are explaining. In order to write accurate instructions, you must be knowledgeable about the sequence and content of steps required for completion of the task. Instructions should consist of simple, brief statements that are written from the employee's perspective. Although instructions should be as brief as possible, the type and complexity of the process or activity will dictate the length of the instructions.
SOURCE: CO:016
SOURCE: Hyden, J.S., Jordan, A.K., Steinauer, M.H., & Jones, M.J. (2006). *Communicating for success* (3rd ed.) [pp. 115-122]. Mason, OH: Thomson South-Western.

10. B
Accompany other written material. A transmittal letter is sent along with other documents or reports as an introduction and explanation. The purpose of a transmittal letter is to identify what is being sent so that the recipient will know what should be included and if any action needs to be taken. The other alternatives would require letters that apply to the specific situation. A letter of congratulations would extend good wishes, a letter of apology would make amends with a customer, and a sales letter would try to sell specific products.
SOURCE: CO:133
SOURCE: Lehman, C.M., & Dufrene, D.D. (2005). *Business communication* (14th ed.) [pp. 413-414]. Cincinnati, OH: South-Western College Publishing.

11. D
Make a decision. Informational messages are intended to inform and provide data to the recipients. In many cases, the purpose of an informational message is to help the recipient make a decision. For this to happen, the business employee should explain the situation and include sufficient data. If recipients clearly understand the who, what, where, when, why, and how of the situation, they usually have sufficient information to make a decision. Clear and concise writing enables a recipient to read the message. The letterhead usually includes the business's name, address, and phone number so recipients are able to contact the business. Explaining the situation and including sufficient data does not guarantee that the recipient will agree with the content.
SOURCE: CO:039
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [p. 430]. Upper Saddle River, NJ: Pearson Prentice Hall.

12. C
Progress. A progress report is a type of simple report that businesses often use to keep the various departments informed of each other's activities. Progress reports briefly provide updated information about long-term activities. They are short and usually include only summaries of necessary information. Analytical, research, and statistical are examples of complex written reports that are lengthy and contain detailed information.
SOURCE: CO:094
SOURCE: Lesikar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [pp. 318, 322]. Boston: McGraw-Hill/Irwin.

13. B
S/He needs a point clarified. When employees do not understand what the speaker has said, it is appropriate to raise their hand to ask for clarification; however, it is rude to interrupt another person while s/he is speaking. In many meetings, the leader will ask the participants if they have questions, and it would be appropriate to ask for clarification at that time. Asking questions due to differing opinions or when the agenda is being distributed may not be appropriate.
SOURCE: CO:063
SOURCE: Lussier, R.N. (2003). *Management fundamentals: Concepts, applications, skill development* (2nd ed.) [pp. 327-330]. Mason, OH: South-Western.

14. D
Employers. A customer-service mindset is the belief that giving customers good service should be a top priority of a business. Without customers, there would be no need for employees. The business would have to close, and you would be out of a job. You should, therefore, keep in mind that customers pay your salary and are, in effect, your employers. Having a customer-service mindset does not involve believing that your friends, associates, and relatives are your customers, although they may be at times.
SOURCE: CR:004
SOURCE: Odgers, P. (2004). *The world of customer service* (pp. 5-6). Mason, OH: South-Western.

15. B
Understand the business's policies. Salespeople must have a clear understanding of the business's policies in order to explain them to customers and to answer questions. Management is responsible for setting policies. Salespeople are expected to interpret and to implement policies, and they do not need permission to do so. The salesperson must follow the business's policy even if s/he disagrees with it.
SOURCE: CR:007
SOURCE: Rue, L.W., & Byars, L.L. (2006). *Business management: Real-world applications and connections* (pp. 241-242). Woodland Hills, CA: Glencoe/McGraw Hill.

16. D
Protect its customers' privacy. An ethical business implements strategies to protect its customers' privacy. This is an important consideration to build long-term relationships with its customers, which requires earning the customers' trust. One way for a business to earn its customers' trust is by developing, implementing, communicating, and adhering to a customer privacy policy. Although privacy policies vary by business, they might include limiting the access that employees have to customer information and refusing to sell customer lists to third parties. If customers feel that the business respects their privacy, they are more likely to trust the business and become loyal customers. Loyal customers provide the business with repeat sales. A business can ask, but cannot require, its customers to provide feedback. Offering exclusive benefits is a strategy that a business might use in customer relationship management; however, this practice does not indicate or prove that the business is behaving in an ethical manner.
SOURCE: CR:017
SOURCE: Peppers, D. & Rogers, M. (2004). *Managing customer relationships: A strategic framework* (pp. 214-217). Hoboken, NJ: John Wiley & Sons, Inc.

17. A
Place. Place refers to the ability to make sure that products are available where they are needed or wanted by customers. In the hospitality industry, place can be a physical location (e.g., restaurant, hotel) or a site where a want or need (e.g., reservation) is fulfilled. An Internet web site fulfills a customer's desire to make a hotel reservation. Promotion is the marketing element referring to the various types of communications that marketers use to inform, persuade, or remind customers of their products. Product is defined as goods and services that businesses offer their customers. Possession refers to the goods that people own.
SOURCE: DS:075
SOURCE: Silva, K.E. & Howard, D.M. (2006). *Hospitality & tourism* (p. 170). Woodland Hills, CA: Glencoe/McGraw-Hill.

18. B
Searching for oil on the ocean floor. The ocean is another place we can look for oil besides land. Natural gas is an alternative resource. Conserving oil to prevent waste and paying a higher price for it are not ways of finding more oil.
SOURCE: EC:003
SOURCE: EC LAP 14—Be Resourceful (Economic Resources)

19. A
Distribution. This economic activity examines how the money payments received by resource owners and producers are divided or distributed. Resource owners must feel that the incomes they receive are large enough so that they will continue to be willing to supply resources. Producers must receive enough income so that they are able to continue making or providing goods and services. Consumption is the process or activity of using goods and services. Production is the making of goods and services. Exchange involves the exchange of money payments between producers and the owners of resources.
SOURCE: EC:001
SOURCE: EC LAP 6—Are You Satisfied? (Economics)

20. B
They may be limited or full line. Each trade industry must decide how broad the range of services it offers to customers will be. They are not always limited or always full line, but they are not changed on a daily basis as this would be confusing to customers and cause problems for the business.
SOURCE: EC:070
SOURCE: EC LAP 20—Business Connections (Business and Society)

21. A
Franchising. A franchise is a contractual agreement between a parent company and a franchisee to distribute goods or services. Franchising is very common in the restaurant business. A joint venture is an arrangement that involves two or more businesses entering into a relationship by combining complementary resources, such as technology, skills, capital, or distribution channels, for the benefit of all parties. A wholly owned subsidiary is a firm that is completely owned and controlled by the parent company. Exporting is selling domestic goods in a foreign nation.
SOURCE: EC:104
SOURCE: EC LAP 22—Stretch Your Boundaries (Global Environment's Impact on Business)

22. B
Businesses to develop new products. Competition encourages the development of products that satisfy consumers' needs. Government does not finance business activity. Price fixing is an illegal activity that would not benefit consumers, and is prohibited by law. When businesses limit their product lines, they often create dissatisfaction among customers.
SOURCE: EC:012
SOURCE: EC LAP 8—Ready, Set, Compete! (Competition)

23. A
Refusing to grant them a license. In some types of businesses, owners/operators must meet certain standards to obtain a license to operate the business. The government can refuse to grant a license to unqualified applicants. The government cannot use unfair practices such as helping competitors or raising individual taxes. The holder of a bank account has control of the account.
SOURCE: EC:008
SOURCE: EC LAP 16—Regulate and Protect (Government and Business)

24. D
Taxes. Taxes are monies that individuals and businesses must pay to the government. The purpose of many taxes is to generate sufficient revenue for governments to pay for providing necessary services to the public. Certain services, such as highway construction and maintenance, are beyond the capability of individuals. Therefore, government takes responsibility for providing the services but needs the revenue to do that which is the function of taxes. Generating sufficient revenue to pay for providing necessary services to the public is not the reason for sales, prices, or quotas.
SOURCE: EC:072
SOURCE: Dlabay, L.R., Burrow, J.L., & Kleindl, B. (2009). *Intro to business* (7th ed.) [pp. 90-91].
                 Mason, OH: South-Western Cengage Learning.

25. A
Increasing inventory levels. When producers are optimistic about business activity, they increase their inventory levels in order to be prepared for the increase in demand. This action expands economic activities. Increasing the unemployment rate, decreasing the purchase of durable goods, and decreasing investments in capital goods would contract economic activities.
SOURCE: EC:018
SOURCE: EC LAP 9—Boom or Bust (Impact of Business Cycles)

26. A
Realistic. To find a career that's best suited for your strengths, it's important to be realistic about your strengths and weaknesses. You must be honest about your aptitudes and limitations if you want to succeed. You should be specific in your self-assessment, rather than general. It's OK to be hopeful, but you must be realistic as well. Self-assessment involves only you—it's not a competition.
SOURCE: EI:002
SOURCE: EI LAP 17—Assess for Success (Assessing Personal Strengths and Weaknesses)

27. A
Responsibility. Responsible individuals are accountable for things that are within their control. Initiative is the ability and willingness to think or act without being told. Interpersonal skills are how a person gets along with others. Consideration means showing kindness or thoughtfulness to others.
SOURCE: EI:021
SOURCE: PD LAP 7—Make the Honor Role (Acting Responsibly)

28. A
Body language. Body language is gestures, facial expression, posture, or any other form of communicating without words. People who exhibit self-control make sure that their forms of nonverbal communication do not send a negative message. Customers probably would interpret frowning and finger shaking as negative gestures. Patience is the ability to endure life's aggravations and difficulties calmly. A service attitude is the salesperson's commitment to the client's needs as expressed through professional behavior. Salespeople try to improve their listening skills in order to better assist customers.
SOURCE: EI:025
SOURCE: EI LAP 14—Control Yourself! (Demonstrating Self-Control)

29. D
Take the criticism seriously. You should listen carefully to criticism, even though you may not like what you are hearing. The speaker thinks the criticism is valid and expects you to take it seriously. Listening carefully does not indicate that you know you have made a mistake, that you don't have any questions, or that you believe the criticism is valid.
SOURCE: EI:003
SOURCE: EI LAP 15—Grin and Bear It (Using Feedback for Personal Growth)

30. C
It's a lifelong process. It's important to be patient when learning to exhibit cultural sensitivity because it's a lifelong process, not a one-time goal. You'll make mistakes along the way, and you *may* offend someone, but you can apologize and learn from your mistakes.
SOURCE: EI:033
SOURCE: EI LAP 11—Getting to Know You (Cultural Sensitivity)

31. D
Asking why the disagreement is occurring. To determine why a conflict is occurring, a person should ask why the disagreement is occurring. Ignoring the situation does not help an individual determine why a conflict is occurring. Evaluating the other person's behavior and attitudes helps to determine the best way to approach or confront the conflict. When confronting the conflict, it is important for a person to take responsibility for her/his own actions.
SOURCE: EI:015
SOURCE: EI LAP 7—Stop the Madness (Conflict Resolution in Business)

32. B
Compromise. A compromise involves giving in to another's wishes so that an agreement may be reached. This is one of the disadvantages of using consensus building as a decision-making tool. Group members are encouraged to compromise, even when they really shouldn't, in order to settle differences. Advantages of using consensus building is that it encourages group members to communicate their ideas and collaborate, or work together, to reach an agreement. Consensus building is a cooperative effort because it requires the effort of all members of the group.
SOURCE: EI:011
SOURCE: QS LAP 17—All Aboard!

33. D
People will be able to depend on you. Taking full responsibility for your own actions and never blaming others for your mistakes means you are reliable. People will know they can depend on you to do what you say you will do. This does not help you to be objective or enthusiastic, and it will not keep people from trying to take advantage of you.
SOURCE: EI:037
SOURCE: EI LAP 5—Can You Relate? (Positive Working Relationships)

34. B
Building collaborative working relationships. When employees are willing to collaborate with one another, they are more likely to help the business achieve its overall goals. Collaboration involves working together to solve problems and generating ideas that may improve the business's processes. There is not enough information to determine if Anna and Ryan are discussing issues that are directly related to the company's finances, if they are to receive promotions, or what type of work culture the company supports.
SOURCE: EI:061
SOURCE: DuBrin, A. (2010). *Leadership: Research findings, practice, and skills* (6th ed.) [pp. 339-340]. Mason, OH: South-Western Cengage Learning.

35. D
Credit. Credit is the ability to obtain products now and pay later. Credit permits businesses to continue operating without having to pay cash for all purchases. Currency is paper money. Collateral is the assets pledged to a lender as security for a loan. Money and other assets owned by a company are called capital.
SOURCE: FI:002
SOURCE: FI LAP 2—Give Credit Where Credit is Due (Credit and Its Importance)

36. C
Written down. People who have written goals accomplish 50 to 100 times more than people who do not. You are *not* more likely to achieve goals that are based on needs only or that are long- or short-term.
SOURCE: FI:065
SOURCE: QS LAP 31—Set Yourself Up

37. A
Income. Income tax is a tax rate on all income a person earns. A percentage of Jane's pay is taken out to pay for this tax. Property tax is tax on property, such as a home. Consumers pay a sales tax when they purchase many types of goods. Since Jane is receiving her pay, not buying a good, sales tax does not apply. Excise taxes are taxes paid when purchases are made on a specific good, such as gasoline. Excise taxes are often included in the price of the product.
SOURCE: FI:067
SOURCE: AmosWEB. (2000-2012). *Taxes.* Retrieved August 16, 2012, from http://www.amosweb.com/cgi-bin/awb_nav.pl?s=wpd&c=dsp&k=taxes

38. B
To avoid being denied credit. Individuals should periodically validate their credit histories to make sure that the information is correct. In some cases, inaccurate or false information may appear in a credit history, which will result in an individual being denied credit. To make sure this doesn't happen, individuals should review the information and contact the credit bureau to change or remove inaccurate information. Individuals do not validate their credit histories to understand credit laws, find out about different types of credit, or protect themselves from bankruptcy.
SOURCE: FI:072
SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (pp. 174-179). New York: Glencoe/McGraw-Hill.

39. C
Property. Insurance is a contractual agreement in which one company (insurer) will pay for specified losses incurred by the other company (insured) in return for installment payments (premium). Businesses purchase property insurance to protect against losses from natural circumstances, such as hurricanes, hail, floods, and tornados. Life insurance pays a designated person (beneficiary) upon the carrier's death. To obtain coverage for losses that result from theft, arson, and embezzlement, businesses purchase crime insurance. Health insurance covers a certain percentage of a person's medical bills.
SOURCE: FI:081
SOURCE: Clark, B., Sobel, J., & Basteri, C.G. (2010). *Marketing dynamics: Teacher's edition* (2nd ed.) [pp. 402-404]. Tinley Park, IL: Goodheart-Willcox Company, Inc.

40. C
Transactions. A transaction is a business activity such as a sale, a purchase, or a return. These transactions must be recorded accurately as part of the accounting information. Credit is the arrangement by which businesses or individuals can purchase now and pay later. An exchange is the trading of one thing for another. A function is a group of activities that are similar in purpose.
SOURCE: FI:085
SOURCE: FI LAP 5—Show Me the Money (Nature of Accounting)

41. A
Information systems. To keep communication flowing with other departments, the finance function depends on information systems. Information systems refers to any tools of communication within a business. Accounts receivable refers to money owed to the business by others. Marketing and production are not responsible for keeping communication flowing within the business.
SOURCE: FI:354
SOURCE: FI LAP 7—Money Matters (Role of Finance)

42. B
Evaluation. Budgets are critical for evaluation of a business. When businesses want to know if they are accomplishing their goals, budgets show where they are on target and where they are not. By comparing original budget figures to actual figures, businesses can see specifically what costs more than expected or less than expected and make accommodations to meet their goals. One of the business's goals might be renovation. Businesses do not use budgets for research or for promotion, although they often allocate a certain amount of money in the budget for these items.
SOURCE: FI:106
SOURCE: FI LAP 3—Money Tracks (Nature of Budgets)

43. A
A tour of the business. New employee orientation usually includes activities that will provide new employees with information about the business. Orientation also helps to put new employees at ease and helps to eliminate many of their anxieties about their new surroundings. Reviewing the employee's résumé and contacting the employee's references is usually done before the business hires the employee. A performance appraisal is a tool that evaluates how well the employee performs his/her job duties. Employees receive performance appraisals after they have worked for a certain amount of time.
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. A
Primary data. Primary data are collected for the project at hand. By interviewing participants in a focus-group setting, Alonzo was conducting qualitative research to determine customer preferences. Secondary data are collected for a purpose other than the project at hand. Longitudinal research follows participants over a number of years. There was no indication in the scenario that the focus groups would be repeated with the same participants.
SOURCE: IM:422
SOURCE: Churchill, G.A., Brown, T.J., & Suter, T.A. (2010). *Basic marketing research* (7th ed.) [p. 39]. Mason, OH: South-Western Cengage Learning.

45. B

Push technology. Marketers can keep up with environmental changes by scanning information that is automatically delivered to their computer by push technology. This helps marketers identify trends in their early stages of development. LexisNexis is an example of a company that scans information, finds relevant information, and forwards it to subscribers so that they can review and interpret the information at their convenience. Model building involves identifying relationships between variables. Customer discovery is a data-mining application that enables researchers to determine who will make a valuable customer. Market-basket analysis is another data-mining technique used to identify relationships between product purchases and retail shopping information.

SOURCE: IM:425

SOURCE: Zikmund, W.G., & Babin, B.J. (2010). *Exploring marketing research* (10th ed.) [pp. 168-173]. Mason, OH: South-Western Cengage Learning.

46. A

Average amount of sales per customer. By totaling the amount of all sales and dividing by the number of customers, hospitality and tourism businesses can determine the average amount of sales per customer. Hospitality and tourism employees can use this information as a target amount to work toward attaining and exceeding with their sales efforts. The age of customers, the size of their families, and their preferred color cannot be obtained from all hospitality and tourism sales data.

SOURCE: IM:426

SOURCE: FAO Corporate Deposit Repository. (n.d.). *Chapter 2: Secondary sources of information.* Retrieved August 16, 2012, from http://www.fao.org/docrep/W3241E/w3241e03.htm

47. A

The strength of the relationship of the two data sets is the same. The +1 correlation has a direct relationship with the X and Y coordinates, while the -1 correlation has an inverse relationship with them. However, the strength of that relationship is the same.

SOURCE: IM:370

SOURCE: Adams, A.J., & Shiffler, R.E. (2006). *Basic business statistics* (3rd ed.) [pp. 157-158]. Mason, OH: Cengage Learning.

48. D

Animated backgrounds. The use of animated backgrounds appeals to young professionals, whereas older professionals would prefer having clear, concise information. Pictures and concise information appeal to all audiences. Using different backgrounds on each slide makes the presentation appear "busy."

SOURCE: IM:386

SOURCE: Scott, K. (2008, March 8). *Some tips on when and when not to use animated Powerpoint background in a presentation.* Retrieved August 16, 2012, from http://www.articlesbase.com/communication-articles/some-tips-on-when-and-when-not-to-use-animated-powerpoint-background-in-a-presentation-354174.html

49. C

Distribution. Distribution is the process of moving, storing, locating, and/or transferring ownership of goods or services. Shipping is one aspect of distribution. Important considerations in selecting the method of shipment are the weight of the product, its size, and whether it is perishable and/or fragile. Warehousing, a component of distribution, involves the storage, recording, and care of goods for future sale to customers. Servicing is the maintenance, repair, or replacement of defective parts of a product after it has been sold. Transportation is the act of moving anything from one place to another or the method by which it is moved, and is an aspect of distribution.

SOURCE: MK:002

SOURCE: MK LAP 1—Work the Big Six (Marketing Functions)

50. B
Economic. In a time of economic uncertainty, companies look for substitute goods and services such as teleconferencing instead of holding a meeting or having one national meeting instead of several regional meetings. The competition factor in the travel environment refers to competition within the travel industry itself. Regulations in the travel industry do not affect the drug industry. Technology has made teleconferencing possible but does not affect the substitution of regional meetings for national meetings.
SOURCE: MK:013
SOURCE: Ninemeier, J.D., & Perdue, J. (2008). *Discovering hospitality and tourism: The world's greatest industry* (2nd ed.) [p. 73]. Upper Saddle River, NJ: Pearson Education.

51. B
Advertise in specific areas. Knowing the part of the country that most of their guests are from helps hotels to choose appropriate areas in which to advertise. They are able to target the majority of their advertising to the areas that provide the most guests. Knowing the home towns of guests would not influence a hotel's selection of newspapers, menu items, or travel brochures.
SOURCE: MP:034
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2010). *Marketing for hospitality and tourism* (5th ed.) [pp. 378-379]. Upper Saddle River, NJ: Prentice Hall.

52. C
By cause/effect. Identifying the causes and/or the effects of the highway bypass will be helpful in persuading management to make a decision about its course of action. Cause tells management why the bypass happened, while effect presents the results of the bypass. Chronological order would provide management with information according to the sequence in which the bypass occurred. An alternating organization pattern would stress the points you want to make about a comparison you are making. Emphatic order would present your ideas in their order of importance, either the strongest point being given first or last.
SOURCE: NF:080
SOURCE: Colorado State University. (1993-2012). *Cause/effect.* Retrieved August 16, 2012, from http://writing.colostate.edu/guides/processes/organize/pop4a.cfm

53. C
Transaction processing system. This is a computerized information system that processes daily, routine business transactions at the operational level of companies. Knowledge work systems aid knowledge workers in the creation and integration of new knowledge into companies. Its purpose is to improve worker productivity. Decision support systems aid managers in making decisions that are unique and rapidly changing. Executive support systems are reporting tools that enable managers to turn a company's data into useful reports.
SOURCE: NF:083
SOURCE: techopedia. (2010-2012). *Transaction process system (TPS).* Retrieved August 16, 2012, from http://www.techopedia.com/definition/707/transaction-process-system-tps

54. B
Internet. The Internet is a worldwide network of computers that enables users to access information and communicate with others. The Internet is available to all people around the world who have access to a computer that has connectivity. Today, connectivity may be by dial-up to telephone lines, through broadband technology, or through wireless routers. All people around the world do not have access to an Intranet or an Extranet. Broadband is a type of technology.
SOURCE: NF:086
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 208). New York: Glencoe/McGraw-Hill.

55. A

Be as specific as possible. By being as specific as possible, results are narrowed to the most relevant material, which saves the researcher time from reading through unnecessary information. For example, if an individual is researching information on George Washington, the researcher should enter the keywords "George Washington" rather than "presidents" to retrieve the most relevant information. "Presidents" is a very broad, general term. The researcher would need to sift through much more information to obtain the needed information. Generally, most search engines are not case sensitive so it does not matter how the letters are entered into the query. Most search engines can conduct searches with more than 10 characters in the query field.

SOURCE: NF:006

SOURCE: Google. (n.d.). *The essentials of Google search*. Retrieved August 16, 2012, from
　　　　 http://www.google.com/help/basics.html

56. B

Presentation. Presentation software programs give the user the capability of presenting information by combining graphics, text, animation, photographs, and sound. Presentation software can be used to create slide programs, overhead transparencies, multimedia presentations, etc. This software enables users to develop visual presentations that are lively, colorful, and appealing to viewers. Communication software programs establish connections between computers. Numeric and electronic are not types of software programs, although some programs analyze numerical data.

SOURCE: NF:008

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* [pp. 201-202]. Woodland Hills, CA: Glencoe/McGraw-Hill.

57. A

Some digital records become inaccessible due to obsolete technology. The business's 2001 sales data have become inaccessible due to obsolete technology—the floppy disk. Unless the business owner saved the sales data in another form or can acquire a floppy disk drive, s/he simply cannot access the data that the disk contains. Another drawback of electronic records is that constant use and rough handling have the potential to damage some electronic media. However, there is no indication that the floppy disk has been damaged; instead, it is simply an outdated form of technology. Digital records are actually less expensive to store than paper records. There is no way to know if the data on the floppy disk comply with government regulations, but, in general, businesses keep government regulations in mind when creating and storing digital records.

SOURCE: NF:001

SOURCE: NF LAP 1—Record It (Business Records)

58. B

Society and culture. Changing attitudes about family roles is an example of a shift in society and culture. Businesses scan social factors so that they can continue to be sensitive to customer needs and wants. Demographics are the physical and social characteristics of the population, such as age, gender, and race/ethnic origin. The economy is the system in which people make and spend their incomes. Changing cultural attitudes do not reflect a shift in the competition.

SOURCE: NF:015

SOURCE: NF LAP 2—Get the 411 (Environmental Scanning)

59. A

Internet. A personal computer is used to access Internet services. In addition, the Internet can be accessed through cell phones and personal digital assistants (PDAs). Internet services can be used to research, reserve, cancel, and pay for travel and tourism services. Fax machines were developed prior to1990. Cellular telephones do not require personal computers for usage. Central Reservation Systems were implemented prior to 1990 and are used by persons employed in the travel and tourism industry, not the general public.

SOURCE: NF:060

SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [pp. 84-85]. Tinley Park, IL: Goodheart-Willcox Company.

60. C
Day-to-day activities. Operations management is the process of planning, controlling, and monitoring the day-to-day activities required for the company to function. This includes obtaining and allocating the appropriate type and amount of resources to do the work, such as employees, equipment, and supplies. Strategic management involves determining, monitoring, and managing long-term goals for the company. Communication is the exchange of information, which is necessary in the workplace to complete a wide range of internal and external business activities.
SOURCE: OP:189
SOURCE: OP LAP 3—Smooth Operations (Nature of Operations)

61. B
Improve housekeeping. Simple housekeeping procedures, such as cleaning up work areas and putting away tools, are easy ways to keep a work area safe and reduce hazardous conditions. A yearly inspection would not correct ongoing safety problems. OSHA regulations must be enforced in order to be effective. Employees need periodic breaks from the work routine.
SOURCE: OP:007
SOURCE: Vallen, G.K., & Vallen, J.J. (2005). *Check-in: Check-out* (7th ed.) [p. 92]. Upper Saddle River, NJ: Prentice Hall.

62. A
Are located in isolated areas. Robbery is theft that involves the use of force, violence, or fear. Other common targets are businesses that have large amounts of cash on hand, are poorly lit at night, or are attended by only one employee.
SOURCE: OP:013
SOURCE: Clark, B., Sobel, J., & Basteri, C.G. (2010). *Marketing dynamics: Teacher's edition* (2nd ed.) [pp. 388, 405-406]. Tinley Park, IL: Goodheart-Willcox Company, Inc.

63. A
Virus detectors. Viruses are programs designed to disrupt computer operations. These viruses often have the ability to destroy information or to shut down a business's computer system. These actions are types of computer crimes that businesses try to protect themselves from by requiring the use of virus detectors. Virus detectors are software programs that search for possible viruses that might attack a business's computer system. Security cameras are used to prevent theft. Businesses do not use search engines or virtual software to protect company information from computer crime.
SOURCE: OP:153
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 722). New York: Glencoe/McGraw-Hill.

64. D
Does the vendor have the resources to consistently meet our business's needs? A business that wants to build a long-term relationship with a vendor must consider many factors. Most importantly, the business must determine if the vendor has the resources to meet the business's needs. Some resources include the product availability, technical-system compatibility, customer-service support, etc. The vendor's project management computer program is not usually a primary consideration during the vendor-selection process. The business's own target market is a marketing consideration for the business rather than for vendor selection. The business's strengths and weaknesses are identified in its SWOT analysis, and do not directly relate to the vendor-selection process.
SOURCE: OP:161
SOURCE: Cash, R.P., Thomas, C., Wingate, J.W., & Friedlander, J.S. (2006). *Management of retail buying* (pp. 132-134). Hoboken, NJ: John Wiley & Sons.

65. A
Capital resources. Capital resources are the money, machinery, equipment, and supplies used in production. They are only one type of resource used in production. Utility is usefulness added to a product. Utility enables products to meet the needs of the consumers who buy and use the product. Fiscal control is government use of price controls, licensing, wage control, tax rates, and other monetary methods by government to regulate business.
SOURCE: OP:017
SOURCE: OP LAP 4—Can You Make It? (Nature of Production)

66. B
Straightening display areas. Most gift-store salespeople have responsibility for performing certain housekeeping activities such as straightening display areas. These employees are able to arrange the merchandise in displays during the time they are not assisting customers. Keeping displays in a neat and orderly condition helps customers to locate items and tends to encourage buying. Management usually is responsible for purchasing cleaning supplies. Maintenance workers usually wash store windows. Fire professionals usually are responsible for inspecting fire extinguishers.
SOURCE: OP:032
SOURCE: Clark, B., Sobel, J., & Basteri, C.G. (2010). *Marketing dynamics: Teacher's edition* (2nd ed.) [p. 538]. Tinley Park, IL: Goodheart-Willcox Company, Inc.

67. B
Masks. A ventilation mask, which is placed over the mouth and nose, hinders the risk of lung irritation or damage that might be caused by harmful cleaning chemicals. Gloves protect the hands. Nets and mouth guards do not protect a hotel's housekeeping employees from inhaling vapors.
SOURCE: OP:134
SOURCE: Educational Institute of the American Hotel & Lodging Association. (2005). *Lodging management program: Year 1* (2nd ed.) [p. 54]. Lansing, MI: Educational Institute of the American Hotel & Lodging.

68. A
Ask witnesses to remain until the police arrive. In an effort to help authorities apprehend the robber(s), witnesses should be asked to remain until the police arrive. If witnesses are on hand, police will be able to ask questions and obtain descriptions that will be helpful in the investigation. The victim(s) of the robbery should be taken to a quiet area instead of being left to talk with other witnesses. This will help prevent their memory from being confused or distorted. Any customers should remain on hand until released by the police. The doors need to be secured so that only the police or witnesses can enter the business. This is to protect the evidence.
SOURCE: OP:113
SOURCE: Kimiecik, R.C., & Thomas, C. (2006). *Loss prevention in the retail business* (pp. 94-97). Hoboken, NJ: John Wiley & Sons.

69. C
Is appropriate for the occasion. The clothing outfits you choose should suit the occasion—whether professional or personal. Colors, patterns, and textures should be well balanced. An outfit should have one focal point and should maximize personal strengths. Clothing that looks, or is, expensive would not be appropriate for all occasions.
SOURCE: PD:002
SOURCE: PD LAP 5—Brand ME! (Personal Appearance)

70. B
A plan helps you to achieve your goals. With a personal plan of action, you will have a written, step-by-step method of achieving your goal, not just a vague idea of something you desire. However, not even a written plan can guarantee success in reaching goals. It is possible to achieve goals without having a written plan. It is not necessary to share the plan with others.
SOURCE: PD:018
SOURCE: PD LAP 16—Go For the Goal (Goal Setting)

71. A

Your major strengths, aptitudes, and interests. This information will be the most important because it will help you to determine whether you will be happy and successful in a certain career area. Salary is important to some, but most people try to find occupations that will provide personal satisfaction. People often expect that career opportunities will change according to the needs of the market and that they may need to adapt in the future. Technology is an important part of many occupations, but not all. In addition, technology is constantly changing, which means that your computer skills will likely change over time.
SOURCE: PD:023
SOURCE: Jordan, A.K, & Whaley, L.T. (2003). *Discovering your career* (pp. 3, 8-10). Mason, OH: South-Western.

72. B

Human resource management. The employee who interviewed Jared and took him through the hiring process works in human resource management. Human resource management careers focus on the staffing activities that involve planning, recruitment, selection, orientation, training, performance appraisal, compensation, and safety of employees. This employee does not work in marketing management, banking services, or operations management. Careers in marketing management involve all marketing functions, including channel management, marketing-information management, pricing, product/service management, promotion, and selling. Banking services include cash management, short-term investments, mortgages and other loans, credit cards, and bill payment. Employees working in operations management focus on planning, organizing, coordinating, and controlling the resources needed to produce/provide a business's goods and/or services.
SOURCE: PD:025
SOURCE: PD LAP 15—Go For It! (Careers in Business)

73. C

Writing a business letter. Job applicants should follow the rules for writing a business letter when they write letters of application and interview follow-up letters. The follow-up letter should express the applicant's appreciation for the interview and for being considered as a possible employee of the firm. Reports and résumés have their own guidelines. Personal letters are informal and usually reflect the writer's personality.
SOURCE: PD:029
SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (pp. 125-126). New York: Glencoe/McGraw-Hill.

74. B

Join a local professional marketing or trade organization. People who are members of a professional trade organization have a common need and have gained strength through pooling their talents and resources. Visiting every business is ambitious but too time consuming and may not produce the desired results. Attending after-work activities is a possibility, but it is too limiting, and she has no control over who will be at those activities. Victoria could wait until approached by others, but the process would be slow. She would only meet those who took the time to approach her.
SOURCE: PD:036
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 789-790). Woodland Hills, CA: Glencoe/McGraw-Hill.

75. B

Graduate school. To become the general manager of a large hotel, an employee will need advanced education. The general manager is responsible for the daily operation of the entire hotel. This represents years of experience in the industry as well as graduate school. Attending community college, college, and seminars and workshops would not be sufficient education for the employee to move into the ranks of a GM at a large hotel.
SOURCE: PD:274
SOURCE: Walker, J.R. (2009). *Introduction to hospitality* (5th ed.) [p. 5]. Upper Saddle River, NJ: Pearson Prentice Hall.

76. D
Event management. Destination marketers "sell" locations to clients. In many cases, destination marketers are trying to obtain convention or meeting business for a community. Other segments in event management include convention and visitors bureaus and event planning. The travel and tourism segment consists of air, cruise ships, online travel services, rail, bus, car, and tourism. Recreation consists of attractions, gaming, theme parks, clubs, and recreational activities. Restaurants and managed services include full-service restaurants; casual dining; dinner house restaurants; and food operations for institutions, government agencies, airlines, and businesses.
SOURCE: PD:111
SOURCE: Walker, J.R. (2009). *Introduction to hospitality* (5th ed.) [p. 7]. Upper Saddle River, NJ: Pearson Prentice Hall.

77. B
A hotel advertises a free breakfast buffet for guests on select mornings during slow seasons. Promotion is defined as a marketing function that communicates information about goods, services, images, and/or ideas to achieve a desired outcome. Advertising, coupons, frequent-buyer programs, and samples are a few tools that marketers use to promote products. By advertising free goods and services (e.g., free breakfast buffet), the hotel is implementing a promotional activity. A guest ordering room service or a manager sending employees a memo regarding compensation information are not considered promotional activities. A resort employee asking guests about room preferences is a selling activity.
SOURCE: PI:029
SOURCE: Reynolds, J.S. (2010). *Hospitality services: Food & lodging* (2nd ed.) [pp. 409-410, 414-417]. Tinley Park, IL: Goodheart-Willcox Company.

78. D
Product positioning. Positioning is a product mix strategy in which a business creates a certain image or impression of a product in the minds of consumers. In most cases, businesses want the image of the new product to match the business's image and the image of its other products. Businesses create an overall image that they project to consumers, and maintain that image by positioning new products accordingly. It would confuse customers if a business with a low-cost image positioned a new product as expensive or exclusive. Also, customers might not buy an expensive new product from a business with a low-cost image. Promotional pricing is pricing goods/services at low levels and advertising them heavily. Creating an economical image of a new product to match the business's low-cost image is not an example of publicity planning or persuasive selling.
SOURCE: PM:228
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 645). New York: Glencoe/McGraw-Hill.

79. C
Customers expect. Customers expect businesses to provide certain products. These goods and services vary by type of business or industry. For example, customers expect an office-supply store to carry paper and pens, and a hotel gift shop to sell souvenirs. Businesses do not offer only those items that vendors recommend, employees prefer, or managers suggest.
SOURCE: PM:260
SOURCE: McCalla, P. (2005). *Retailing* (p. 138). Woodland Hills CA: Glencoe/McGraw-Hill.

80. D
Valet parking. A service is an intangible product; one that can be felt, seen, heard, or experienced rather than touched. Many hospitality businesses offer valet parking as a service for their guests. Valet parking service occurs when a hotel or restaurant employee parks and retrieves the guests' vehicles upon the guests' arrival or departure from the business (e.g., hotel, restaurant). Meals, airline tickets, and electronic room keys are tangible items.
SOURCE: PM:095
SOURCE: Educational Institute of the American Hotel & Lodging Association. (2005). *Lodging management program: Year 1* (2nd ed.) [pp. 20-21]. Lansing, MI: Educational Institute of the American Hotel & Lodging.

81. C
Product extensions. Product extensions occur when a business puts its name on a variety of products, such as Oakley sunglasses, electronics, apparel, footwear, watches, etc. Businesses use these extensions to leverage the awareness of an existing brand, to make a new product readily recognizable, to reach new customers, to keep a competitor from offering the product, and to refresh its image. The Coleman Company is not monopolizing the outdoor market since it has a variety of competitors. Upselling occurs when a salesperson sells a more expensive product than that originally requested by the customer in order to better meet the person's needs. Product positioning occurs when a business creates an image of the product or company in customers' minds.
SOURCE: PM:099
SOURCE: Marketing Profs. (2005, November 5). *Know-how exchange.* Retrieved February 20, 2010, from http://www.marketingprofs.com/ea/qst_question.asp?qstID=10804

82. C
Social bookmarks. Social bookmarks enable businesses to store, organize, search, share, and manage web pages they find of interest. By tagging, or categorizing, websites or web pages, businesses can share information with as many or as few customers as they'd like. Examples of social bookmarking sites include Digg, StumbleUpon, Delicious, Reddit, Technorati, and many others. Although e-mail could be used to give this information to clients, it is not specific to this purpose. HTML, hypertext markup language, is language used in developing websites. Search engine optimization, SEO, involves a variety of techniques used to improve the rank of websites in search engines.
SOURCE: PR:325
SOURCE: Mater, A. (2010, March 19). *Social bookmarking: What is it?* Retrieved August 16, 2012 from http://www.webdesign.org/site-maintenance/web-promotion/social-bookmarking-what-is-it.16226.html

83. B
Hyperlinks. A hyperlink is a component of an electronic document that can be clicked on to jump to another place within the document or into a different document. A common use of hyperlinks is to make it possible to link from somewhere within the e-mail to a web site. Hyperlinks are a great way to drive traffic to web sites. An address book or contact list is a list of Internet addresses. A gateway is a combination of hardware and software that connects different types of networks that convert an e-mail so that the software program understands it. The ability to click on text and be transported to another web page or web site is not called an affiliation.
SOURCE: PR:165
SOURCE: Miles, J.E., & Dolce, C. (2006). *E-Commerce* (pp. 207-208). New York: Glencoe/McGraw-Hill.

84. C
Detailed, accurate site map. A search engine is a software program that automatically crawls the Web looking for information pertaining to specified search terms and displays a list of results. Businesses use search-engine optimization strategies to obtain a good position in the search results. The key to search engine optimization is designing and submitting web pages so that they can be found easily by search engine spiders. A simple, yet effective, way to optimize a web site's ranking on the search engines is to develop a detailed, accurate site map that helps the spiders to quickly and easily locate information throughout the web site. Extensive use of JavaScript and widespread HTML code works against search-engine optimization because these computer languages create barriers that spiders have difficulty bypassing. The age of a web site usually has very little bearing on its ranking on search engines.
SOURCE: PR:361
SOURCE: Roberts, M. (2008). *Internet marketing: Integrating online and offline strategies* (2nd ed.) [pp. 178-179]. Mason, OH: Cengage Learning.

85. C
Typography. Typography is the effective use of type. However, typography involves more than the type or lettering. It involves the style and size of type as well as the space between letters or words. Typography has a significant effect on the look of an ad and helps to convey a message and express a certain feeling. Therefore, typography is an important part of designing an effective advertisement. Creating a storyboard is an important part of developing a television commercial. Frequency and position are factors to consider when placing print ads.
SOURCE: PR:295
SOURCE: Lane, W.R., King, K.W., & Russell, J.T. (2005). *Kleppner's advertising procedure* (16th ed.)
[p. 547]. Upper Saddle River, NJ: Pearson/Prentice Hall.

86. D
Logo. Readers in the U.S. and Canada generally read from left to right and top to bottom. Putting the logo in the bottom right-hand corner of an advertising layout makes the logo the last element of the ad that the reader sees and makes it the most likely element to be remembered. Headlines generally appear towards the top of advertising layouts to attract attention. White space is blank space that is good to use in advertising layouts to unify the elements of an advertisement and to attract attention. The illustration is used to attract attention and helps to lead the reader into the headline and copy.
SOURCE: PR:275
SOURCE: Southwest Career and Technical Academy. (n.d.). *Advertising layout strategy.* Retrieved
August 16, 2012, from
http://www.swcta.net/teachers/tomme/graphicdesign1_projects/layout/layout_strategy/layout
_strategy.html

87. B
Red, yellow, and orange. Color harmonies are the ways in which colors are combined on the page to create a sense of visual order and appeal. Colors tend to trigger certain feelings in people. Because the color red attracts the most attention visually, it tends to generate intense emotion and energy. Yellow also attracts attention and tends to be an "optimistic" color. Because yellow is hard on the eyes, it should be used sparingly. Orange is a mixture of red and yellow and often generates feelings of enthusiasm and warmth. Blue and purple are cool colors that create a sense of calm and tranquility. Green is easiest on the eye and is most often associated with nature. White signifies purity, and black signifies authority.
SOURCE: PR:314
SOURCE: *What is color?* (n.d.). Retrieved August 16, 2012, from
http://knightdalehs.wcpss.net/student_life/fine_arts/Departments/Fine_Art/Collin/Documents/
color.pdf

88. B
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.

89. D
Influencer. An influencer is an individual who has the credibility and capability to share his/her positive product/service experiences with a large population. The talk show host is popular and has the means to talk with thousands of people about her positive hotel experience at the same time via her show and blog. She is not acting as an advertising agent, fact-finding personality, or infomercial host. An advertising agent is someone who develops paid forms of nonpersonal presentation of ideas, goods, or services. A fact-finder is a basic type of customer personality characterized by the customer's challenging a salesperson to know the products, doing comparison shopping, liking to see variety, and/or wanting factual information. An infomercial host is someone starring in a lengthy commercial that look likes a television program.
SOURCE: PR:321
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [p. 662]. Mason, OH: South-Western Cengage Learning.

90. D
Benefits. Advertising copy focuses primarily on the benefit that the product creates for the user and tries to convince the consumer that the benefit is unique to the specific brand of product. Features, or characteristics, don't sell products—consumers are more interested in what the product can do for them to make their lives easier or better. Not all products offer a warranty or are expected to offer one. Dependability will only apply to certain products.
SOURCE: PR:126
SOURCE: Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.) [pp. 427-428]. Upper Saddle River, NJ: Prentice-Hall.

91. D
Bulleted content to facilitate skimming and understanding. When people read Internet ad copy, they generally skim content rather than reading ads in-depth or looking for detailed copy. The ad copy should be emotional to gain the readers' interest. Rather than talking about "we," the writer should direct the copy to "you."
SOURCE: PR:279
SOURCE: Chase, L. (2011). *How to write Internet ad copy.* Retrieved February 22, 2011, from http://www.wdfm.com/marketing-tips/write-ad-copy.php

92. D
Press. The account manager should request a press proof that uses halftone film and actual printing inks to give the most accurate proof. Although this is an expensive proof, the account manager recognizes the importance of the large account. Black-and-white laser, blue lines, and Velox proofs will not provide the quality of color needed to assess the proof.
SOURCE: PR:130
SOURCE: Lane, W.R., King, K.W., & Russell, J.T. (2005). *Kleppner's advertising procedure* (16th ed.) [p. 558]. Upper Saddle River, NJ: Pearson/Prentice Hall.

93. C
Feeding the homeless. Feeding the homeless is a natural fit for a restaurant. Depending on the type of restaurant, unused prepared-food items may be thrown out, used in appetizers the next day, or even used in compost piles. Rather than throwing food out, the restaurant staff could take the food to the homeless. That is a worthy cause that exists in many locales. The activity could then be publicized in a press release on the restaurant's website and/or in the local newspaper. Buying books and uniforms are also worthy causes but are not as good a fit as feeding the homeless. Many late-night airport arrivals are going to their homes. Also, there are usually a number of fast-food restaurants located adjacent to the airport that could meet the needs of that group.
SOURCE: PR:347
SOURCE: Kotler, P., Bowen, J.T., Makens, J.C. (2010). *Marketing for the hospitality industry* (5th ed.) [pp. 402-408]. Boston: Prentice Hall.

94. C
It helps writers to prioritize the information. A fact sheet is a list of facts that can be presented to the media instead of a news release or used in the preparation of the release. Writers can number the items included on the fact sheet in the number of their importance so that the most important facts are presented at the beginning of the release. Fact sheets are not intended for a specific medium, they do not provide an outline for the writer to follow, and they do not contribute to the appearance of the news release.
SOURCE: PR:057
SOURCE: Janel, D. (n.d.). *Tips for writing fact sheets.* Retrieved August 16, 2012, from
http://www.prleads.com/tips-for-writing-fact-sheets/

95. D
Confirm that red items have been displayed. The day before a special promotion you should make sure that all the items related to the event are on display. If it's a Valentine's Day promotion, you should make sure that red items are prominently displayed because customers will be looking for those items. The day before a special event is too late to order goods or make sure that ads have appeared in the newspaper. It should not matter whether the salespeople who worked last year are working this year.
SOURCE: PR:068
SOURCE: Lane, W.R., King, K.W., & Russell, J.T. (2005). *Kleppner's advertising procedure* (16th ed.) [pp. 416-418]. Upper Saddle River, NJ: Pearson/Prentice Hall.

96. B
Processing. A number of different measurements can be used to track promotional activities such as advertising. For example, processing measures can be used to track how customers respond to the advertising. Exposure measures are used to track how many potential customers have been exposed to advertisements. Market-share measures help marketers determine if they have achieved the sales that they wanted. Communication effects measures can be used to track if customers are reacting to advertising in the way that advertisers had hoped.
SOURCE: PR:335
SOURCE: Business.com. (1999-2012). *Tracking your advertising response.* Retrieved August 17, 2012, from http://www.business.com/guides/tracking-your-advertising-response-410/

97. D
Check availability of the requested item. There are several steps involved in offering substitute products. The first step is to check availability of the requested item in order to satisfy customers' requests. If the item is unavailable or out of stock, salespeople should explain that to the customers and continue with the substitute selling process. Clarifying customers' needs is the second step in substitute selling. Pointing out features and benefits is the fourth step, and reinforcing the customer's decision is the fifth step.
SOURCE: SE:114
SOURCE: SE LAP 111—Get Specific (Recommending Specific Product)

98. A
Their needs and wants are satisfied. When salespeople use effective selling techniques, they identify customers' needs and wants and are thus better able to satisfy them. The business benefits when customers tell others about the business, merchandise returns decrease, and customers become repeat customers.
SOURCE: SE:046
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 261, 263). Woodland Hills, CA: Glencoe/McGraw-Hill.

99. D

Up-selling. Up-selling is a sales technique in which a higher priced product than the one originally requested by the customer is suggested. The customer-service agent suggested that Maddie pay a bit more for a higher priced business-class ticket rather than sitting in economy class, which is what Maddie had planned to do. Affiliate marketing is the process of promoting and selling another business's products on a web site in exchange for a sales commission. The ticket agent is selling her/his company's products, not another business's merchandise. Comparison shopping is the act of visiting other businesses to learn what competing stores are selling and the prices they charge. Maddie is not comparison shopping. A trade-in allowance is a price reduction offered for selling back an old model of the product being purchased. There is no indication that the airline would reduce the price of a business-class ticket for Maddie.

SOURCE: SE:476

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 322-323). Woodland Hills, CA: Glencoe/McGraw-Hill.

100. D

Sleeping room or hostel. Sleeping rooms and hostels are inexpensive lodging alternatives that are frequented by young adults and others who are interested in paying very little for their sleeping accommodations. An extended-stay hotel is a mid-priced hotel that caters to guests who need accommodations for an extended length of time. Although Frankie plans to be in Europe for three months, he probably doesn't intend to stay in any one place for a long period of time. In addition, extended-stay hotels, destination resorts, and timeshares are much more expensive than sleeping rooms and hostels. Destination resorts are full-service hotels that provide additional attractions and recreational alternatives for travelers. Timeshares are not necessarily resorts. Time shares are lodging properties that sell their rooms to travelers for use each year during a specific period of time.

SOURCE: SE:221

SOURCE: Ninemeier, J.D., & Perdue, J. (2008). *Discovering hospitality and tourism: The world's greatest industry* (2nd ed.) [pp. 61-62,152]. Upper Saddle River, NJ: Pearson Prentice Hall.