

Multiple Choice Questions

1. The purpose of Rodger's Seven-Point Plan and the Fraser Five-Fold Framework is to create:
 - a. A sound marketing plan
 - b. A person specification for a particular job
 - c. A framework for the management of a large company
 - d. A tourist area life-cycle
2. The term 'Facility Management' describes the:
 - a. Control of the physical assets of an organization
 - b. Inventory of an organization
 - c. The marketing plan of an organization's facilities
 - d. The Human Resources plan of an organization
3. The term 'supressed demand' means that:
 - a. The population is busy buying products from competitors
 - b. The population has no desire to purchase any products
 - c. The population is temporarily unable or unwilling to purchase products
 - d. The product capacity has reached its maximum
4. What is described by this definition: 'the maximum capability to produce [services] measured as units of output, dollars of output, hours of work, or number of customers processed over a specific period of time'?
 - a. Total output
 - b. Fixed output
 - c. Capacity
 - d. Capability
5. The Service Concept includes which of the following components?
 - a. Service Outcome, Service Quality, Service Provision, Service Value
 - b. Service Outcome, Service Quality, Service Operation, Service Value
 - c. Service Experience, Service Provision, Service Value, Service Operation
 - d. Service Experience, Service Operation, Service Outcome, Service Value
6. Revenue Management is the term given to the understanding and management of:
 - a. Income generation
 - b. Marketing plans
 - c. Output generation
 - d. Productivity
7. The Break-Even-Point is the point where a producer:
 - a. Covers the fixed costs only
 - b. Covers all costs
 - c. Covers the variable costs only
 - d. Achieves the highest revenue



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8. A strategic plan looks primarily at:
 - a. Short-term planning (1–6 months)
 - b. Medium-term planning (up to 12 months)
 - c. Long-term planning (5–10 years)
 - d. None of the above

9. The *indirect* funding opportunities of tourism business include:
 - a. Concessions and franchises
 - b. Overdrafts
 - c. Commercial mortgages
 - d. Medium-term loans

10. Sound financial management ensures that:
 - a. Sufficient funding is available at the right time
 - b. Finance is obtained at the least possible cost
 - c. Finance is used in the most profitable ways
 - d. All of the above

