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 ‘suppressed 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
Multiple Choice Questions

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