Hospitality and Tourism Cluster Exam

1. D
The U.S. Congress. The U.S. Congress, which includes the Senate and the House of Representatives, is a primary source of law. It enacts federal statutes (laws). The Supreme Court interprets the laws. The U.S. Congress enacts the formation of administrative agencies. Agencies such as the Food and Drug Administration develop various administrative regulations, which are also primary sources of law.
SOURCE: BL:067
SOURCE: Miller, R.L., & Jentz, G.A. (2005). *Fundamentals of business law* (6th ed.) [p. 5]. Mason, OH: Thomson/South-Western.

2. C
Environmental. Environmental regulations are intended to conserve natural resources by requiring businesses to control pollution and dispose of hazardous waste properly. These regulations set pollution standards that businesses must meet, establish rules for disposing of waste, encourage recycling, and monitor illegal dumping. Workplace regulations are intended to make the work environment safe for employees. Personnel regulations are intended to promote equal opportunity in the workplace. Geological is not a type of regulation.
SOURCE: BL:073
SOURCE: McAdams, T., Neslund, N., & Neslund, K. (2007). *Law, business, and society* (8th ed.) [pp. 673-675]. Boston: McGraw-Hill/Irwin.

3. C
Airline. Air transportation is regulated by specific government agencies. These regulations affect the travel and tourism industry because airlines are a main form of travel. Airlines are required to abide by regulations concerning safety, routes, passenger rights, etc. Shipping, courier, and mail regulations usually do not have an effect on the travel and tourism industry.
SOURCE: BL:065
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 470). New York: Glencoe/McGraw-Hill.

4. C
Promote competition. Using more than one channel to reach consumers is known as dual distribution. Dual distribution is legal as long as it promotes competition. If dual distribution is used to discourage or eliminate competition, the practice is illegal. Dual distribution is not used to improve transportation, eliminate warehousing, or reduce inventory.
SOURCE: CM:005
SOURCE: Etzel, M.J., Walker, B.J., & Stanton, W.J. (2007). *Marketing* (14th ed.) [pp. 387-388, 401]. Boston: McGraw-Hill/Irwin

5. C
Strong leadership. A channel of distribution that has strong leadership is often able to manage or avoid conflict because the leadership has the power to assign specific responsibilities to each channel member. Strong leadership has the authority to set goals for the entire channel and demand cooperation, which reduces the possibility of conflict. When a channel has strong leadership, channel members work for the good of the channel rather than for their individual goals. A channel of distribution does not need updated technology or limited competition to manage or avoid conflict within the channel. Equal authority might create conflict because there is no clear leader who has power and control over the channel.
SOURCE: CM:008
SOURCE: Boone, L.E., & Kurtz, D.L. (2004). *Contemporary marketing* (11th ed.) [pp. 444-445]. Mason, OH: Thomson/South-Western.

6. A
    Follow directions. In order to follow directions or instructions, the person receiving them must listen carefully. Listening is an important skill for everyone, but it is especially important to workers who receive directions from supervisors about their job duties. Good listeners are often effective workers who are less likely to receive criticism and more likely to earn raises. However, listening skill does not enable workers to avoid all criticism, to earn frequent raises, or to become good speakers themselves.
    SOURCE: CO:017
    SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 179-182). New York: Glencoe/McGraw-Hill.

7. B
    Actively. Active listening is giving full attention to what is being said. It enables the listener to note major points and to notice gestures or actions which give added meaning to what is being said. Passive listening is casual listening, or paying only partial attention to what is being said. Distractedly describes a listener whose mind is on other things, not just on what the customer is saying. Listening to customers should be thoughtful and rational, not emotional.
    SOURCE: CO:147
    SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [p. 52]. Upper Saddle River, NJ: Pearson Prentice Hall.

8. D
    Formal. Different communication styles are appropriate for different situations and for different audiences. When conducting evaluation or counseling interviews with employees, it is usually appropriate to use a formal communication style. The person conducting the interview is in a position of authority and may be discussing problems or behavioral issues with an employee. Maintaining a formal communication style will help the interviewer to remain in control and provide the guidance that may be necessary. Casual and routine communication styles usually are appropriate for discussions between friends or coworkers on the same level. A technical style may be appropriate when communicating complex information to those who understand the information.
    SOURCE: CO:084
    SOURCE: Miculka, J.H. (2007). *Speaking for success* (2nd ed.) [pp. 37-40]. Mason, OH: Thomson South-Western.

9. B
    Provide supporting information. When employees present their ideas to management or coworkers, they should be prepared to defend those ideas and provide supporting information. Being prepared will help employees remain objective and be able to offer logical evidence to back up their ideas. Employees should be prepared to explain supporting information because others may have questions or concerns about the ideas. It is usually not necessary for employees to write technical research reports to defend their ideas. The use of aggressive body language may offend others. Employees do not need to demonstrate a sense of leadership when defending their ideas. The best approach is to be prepared.
    SOURCE: CO:061
    SOURCE: Miculka, J. (2007). *Speaking for success* (2nd ed.) [p. 132]. Mason, OH: Thomson South-Western.

10. C
    Enunciate clearly. Enunciating clearly involves speaking clearly and distinctly, which makes the message easy for the listener to follow. The message may not be clear if employees mumble or speak rapidly. It is sometimes useful to have notes when speaking on the telephone, but it is not always necessary. Other guidelines to follow are to use appropriate vocabulary and to avoid using technical terminology or slang.
    SOURCE: CO:114
    SOURCE: Hyden, J.S., Jordan, A.K., Steinauer, M.H., & Jones, M.J. (2006). *Communicating for success* (3rd ed.) [pp. 85-89]. Mason, OH: Thomson South-Western.

11. B
     All the necessary information. When preparing written communication, one of the most important rules is
     to be thorough and provide all the necessary information because the receiver may not have the
     opportunity to ask questions in person. Letters confirming customer orders should answer the questions
     of who, what, when, and where by including specific information about ordered items, quantity, delivery
     address, etc. The letters should contain all the necessary information to verify that what the business
     intends to provide is exactly what the customers have requested. Whether product ratings and grades,
     exchange rates, and a map of all business locations are necessary information to include in a
     confirmation letter depends on the type of business and the customer's needs.
     SOURCE: CO:016
     SOURCE: Stutts, A.T., & Wortman, J.F. (2006). *Hotel and lodging management: An introduction*
               (2nd ed.) [p. 124]. Hoboken, NJ: John Wiley & Sons.

12. A
     Gain attention, introduce service, create desire for product, and encourage purchase. Because
     persuasive messages are unsolicited, they must first capture the attention of the reader and cause
     him/her to read further. The letter then describes the service to the reader, and calls out reasons that the
     reader should desire the product. Finally, once the reader desires the product, the call to action, or
     purchase request, is made. Rearranging these steps would not lead the reader through the decision
     making process. For example, explaining a product or service before gaining the reader's attention about
     why he/she should read this message is not likely to engage the reader.
     SOURCE: CO:031
     SOURCE: Lehman, C. & DuFrene, D. (2005). *Business communication* (14^(th) ed.) [pp. 290-291]. Mason,
               OH: South-Western.

13. C
     Horizontal. Such communication is essential to efficient business operation. Vertical communication may
     move upward from employees to management, or the reverse. Departmental communication occurs
     within the boundaries of one department. External information comes into the company from the outside.
     SOURCE: CO:014
     SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [p. 5]. Upper
               Saddle River, NJ: Pearson Prentice Hall.

14. A
     Speaking at a comfortable volume. To speak pleasantly with customers, you should speak at a
     comfortable volume—not too loudly or too softly. You also need to vary the tone of your voice and speak
     neither too quickly nor too slowly.
     SOURCE: CR:004
     SOURCE: Miculka, J. (2007). *Speaking for success* (2nd ed.) [pp. 32-35]. Mason, OH: Thomson South-
               Western.

15. D
     Argumentative. Eva's customer is argumentative. He's trying to pick a fight with her and tell her that she's
     wrong. A suspicious customer questions everything and is constantly worried that your business might
     take advantage of him/her. A leave-me-alone customer does not want your advice or assistance even
     though you might be able to help. An impatient customer shows verbally or nonverbally that s/he does
     not want to wait in line.
     SOURCE: CR:009
     SOURCE: CR LAP 3—Making Mad Glad (Handling Difficult Customers)

16. A
The opportunity to create targeted marketing campaigns. The opportunity to create targeted marketing campaigns is one benefit of customer relationship management. The more you know about your customers and their changing needs and wants, the more you know what kinds of marketing communications they will respond to. CRM does not provide an error-free work force. It should result in an *increase* in customer advocacy. It should help the business increase its profits, but it will not necessarily double them.
SOURCE: CR:016
SOURCE: CR LAP 2—Know When to Hold 'Em (Nature of Customer Relationship Management)

17. B
Fill orders within a specified amount of time. Businesses often establish service goals that can be measured in order to facilitate the distribution process and improve relations with customers. An example of a measurable goal is filling customers' orders within a specified amount of time, such as overnight or within 24 hours. By setting measurable goals, a business can keep track of how efficiently its distribution process is working and whether customers are receiving their orders in a timely manner. If a business finds that orders are not being filled within the specified time frame, it can take measures to improve performance and satisfy customers. Preparing orders for shipment, organizing the warehouse, and developing invoicing procedures are routine aspects of distribution, rather than measurable customer-service goals.
SOURCE: DS:029
SOURCE: Monczka, R.M., Handfield, R.B., Giunipero, L.C., & Patterson, J.L. (2009). *Purchasing and supply chain management* (4th ed.) [pp. 615-617]. South-Western Cengage Learning.

18. B
When they are needed. Making goods or services available to consumers when consumers want or need them creates time utility. Price and credit terms help create possession utility. Making products available in different locations creates place utility.
SOURCE: EC:004
SOURCE: EC LAP 13—Use It (Utility)

19. C
Promotion. Marketing is a primary business activity that involves creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders. Promotion is one aspect of marketing that communicates information about goods, services, images, and/or ideas to achieve a desired outcome. Evaluating and controlling are functions of the business activity of management. Inventory is a function of the business activity of operations.
SOURCE: EC:071
SOURCE: EC LAP 19—Strictly Business

20. D
Decreased company value. An increased financial risk for a company with poor business ethics is decreased company value. An unethical company loses sales, and its stock decreases in value. This causes a decrease in the overall company value. Unethical companies also suffer from decreased productivity. A company with poor business ethics does not have decreased labor costs.
SOURCE: EC:106
SOURCE: EC LAP 21—On the Up and Up (Business Ethics)

21. D
A higher standard of living than that of people in many other countries. In our society, goods and services are being developed and improved to make our lives more convenient, easier, and perhaps even longer and healthier. As a result of competition, there are more goods and services from which to choose and more changes to existing products. Although our government monitors business activities, it does not control our economic system. Control of our economic system is found in the interaction of buyers and sellers.
SOURCE: EC:012
SOURCE: EC LAP 8—Ready, Set, Compete! (Competition)

22. B
     Taxes and borrowing. Government collects taxes from taxpayers to pay the costs of regulating business
     and providing services. The taxes collected are not sufficient to cover government expenses which make
     government borrowing necessary. Nontaxpayers don't provide money to the government. Business,
     labor, and industry are types of taxpayers.
     SOURCE: EC:008
     SOURCE: EC LAP 16—Regulate and Protect (Government and Business)

23. A
     Low depth, high scope. Scope is the number of tasks involved in a job and the frequency with which they
     occur. Depth is the amount of control and decision making an employee has in a job. A manager who is
     preparing a monthly calendar is performing a number of different operations (high scope). However, the
     fact that the job must be done according to franchisor specifications means that the manager has little
     control over the task (low depth).
     SOURCE: EC:014
     SOURCE: Burrow, J.L. (2006). *Marketing: Instructor's wraparound edition* (2nd ed.) [pp. 11-12]. Mason,
               OH: Thomson/South-Western.

24. D
     Depression. In an economic depression, consumers often choose to save their incomes due to
     uncertainty about the future. Many of them also lose their jobs, so there is more incentive to save than to
     spend. In a period of economic expansion, consumers spend more and save less because they are
     optimistic about the future. During times of economic recession, consumers are inclined to save more
     and spend less; however, it is for a shorter time period than an economic depression. In an economic
     recovery, consumers begin to spend again because there is optimism about the future of the economy.
     SOURCE: EC:081
     SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials: Teacher
               wraparound edition* (pp. 64-66). Woodland Hills, CA: Glencoe/McGraw-Hill.

25. D
     An improved standard of living. International trade provides important consumer goods to countries
     where these products are not available or are in short supply. Making these goods available to all
     countries improves the standard of living throughout the world. An increased trade deficit, higher prices
     for goods and services, and stronger trade restrictions are not benefits of international trade.
     SOURCE: EC:016
     SOURCE: EC LAP 4—Beyond US (International Trade)

26. A
     Adaptability. Adaptability means to be flexible and able to adjust to changing conditions. John needs to
     adapt to having additional responsibilities. Loyalty to the company may provide motivation to shoulder the
     extra work, but it will not help John to do the actual job. Empathy is the ability to put yourself in another
     person's place. Initiative is willingness to act without having to be told to do so.
     SOURCE: EI:018
     SOURCE: EI LAP 9—You've Got Personality (Personality Traits in Business)

27. A
     You must decide whether or not to drink with friends at a party. According to the law, alcohol is only for
     people who are 21 and over. If you're under 21 and you drink, you're not only being irresponsible, you're
     also breaking the law. There are no laws telling you whether or not you should keep money you found, lie
     to your parents, or cheat on a test. These decisions are irresponsible but not illegal.
     SOURCE: EI:021
     SOURCE: PD LAP 7—Make the Honor Role (Acting Responsibly)

28. A
Use it to improve your job performance. When criticism is fair, it highlights those areas which need to be changed. Complaining or ignoring the criticism would be of no benefit. Most job situations invite criticism at some time, so changing jobs is not a practical solution.
SOURCE: EI:003
SOURCE: EI LAP 15—Grin and Bear It (Using Feedback for Personal Growth)

29. C
It is the only thing that is constant in our lives. Things in life change so rapidly that keeping up is often difficult. Many people change occupations four or five times during their lives. Change is very obvious in our personal lives. Changes also create many problems for business firms and make it necessary for them to make changes of their own.
SOURCE: EI:026
SOURCE: Lussier, R.N. (2008). *Human relations in organizations: Applications and skill building* (7th ed.) [p. 511]. New York: McGraw-Hill Irwin.

30. A
Strategizing. When people are strategizing, they are developing a plan of action for something, such as a negotiation. Strategizing for a negotiation involves anticipating the other person's negotiating styles and strategies, and then planning appropriate responses. This helps the negotiator prepare for different situations, which often puts him/her in a better position to get what s/he wants. Sympathizing with someone is to feel sorry for her/him because s/he is experiencing a problem or is suffering misfortune. Aggressive behavior is conduct based on a willingness to ignore the rights of others and to take advantage of them in order to achieve personal goals. Negotiators do not decide how to get what they want by making demands, sympathizing, or being aggressive.
SOURCE: EI:062
SOURCE: EI LAP 8—Make It a Win-Win (Negotiation in Business)

31. B
Initiating conversations with others. Taking the initiative to approach other people and begin conversations is a good example of assertive verbal behavior. Other examples include openly expressing your positive or negative thoughts, asking questions, and requesting help. Maintaining appropriate eye contact is an example of nonverbal behavior. Giving a progress report in a staff meeting is a routine job task that does not demonstrate assertive verbal behavior. Complimenting someone to obtain a favor is not assertive but dishonest and manipulative.
SOURCE: EI:008
SOURCE: EI LAP 18—Assert Yourself (Assertiveness)

32. A
Quality circle. A quality circle is a problem-solving group of coworkers who are given work situations or problems to study and discuss in order to recommend solutions to management. Their main goal is to improve the quality of the company's products. This is a long-term goal for which a short-term committee would be inappropriate. A project team is a team of employees from different parts of the company who are assigned to work together on a specific project such as new-product development. A network is a computer hookup, not a team.
SOURCE: EI:045
SOURCE: QS LAP 6—Lean On Me (Teamwork Skills)

33. B
Encouraging unnecessary compromise. A disadvantage of consensus building is that it encourages group members to compromise—all the time—even when it might not be wise for a group member to give in on his/her personal beliefs. Persuasive skills should not be a part of consensus building. But, if they are, consensus building certainly does not rely on them. Some group members may speak in front of the group, but no one is required to. Everyone is given equal say, but how a group member presents his/her information can vary. Discussing different points of view is not a drawback to consensus building. In fact, it promotes it.
SOURCE: EI:011
SOURCE: EI LAP 19—It's a Group Thing (Consensus Building)

34. D
Very important. On the job, you might be required to interact frequently with supervisors, coworkers, and customers. You must be able to deal effectively with all of these people if you are to perform your job well. It is also important to the career success of the individual since more people lose their jobs because they can't get along with others than for any other reason.
SOURCE: EI:037
SOURCE: EI LAP 5—Can You Relate?

35. D
Businesses pay 0.75% of each debit card sale to the bank that handles the billing. Although businesses pay a percentage of their credit sales to the bank that handles the credit card transactions, they pay a flat fee for each debit card transaction, regardless of the amount of the sale. Therefore, debit card transactions usually cost business less than credit card charges do. Because a business is informed during the debit card transaction if the customer has insufficient funds, there is no risk of the business not getting paid. It is easier for customers to get debit cards than credit cards, and businesses get their money sooner when customers use debit cards instead of checks.
SOURCE: FI:058
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 334-337). New York: Glencoe/McGraw-Hill.

36. C
Credit. Businesses use credit to obtain goods and services to sell, and consumers use credit to purchase those goods and services. Interest is the fee that lenders charge borrowers for the use of credit. Capacity is the individual's ability to earn income, one of the three C's of credit. Collateral is anything of value belonging to the borrower which is pledged to the lender to guarantee that the loan will be repaid.
SOURCE: FI:002
SOURCE: FI LAP 2—Give Credit Where Credit Is Due (Credit and Its Importance)

37. D
College education. Most new parents begin saving for their children's college education after they are born, but some begin earlier. Tommy will likely have to pay for his own retirement and life insurance. As soon as he is born, he will likely be put on their health insurance until he can afford his own.
SOURCE: FI:064
SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (p. 266). New York: Glencoe/McGraw-Hill.

38. B

Subtract fees and charges. To complete checkbook balancing, Matt needs to subtract fees and charges. Some financial institutions charge a monthly fee on bank accounts, especially those with less than a certain balance. They also have charges for new checks, bounced checks, etc. All of these charges must be subtracted from the balance in the check register to obtain an accurate monthly balance. Interest is added to, not subtracted from, the check register balance. Matt does not need to call the bank for a new statement just because the latest deposit is not on his current statement. He does need to subtract fees and charges and add any interest before he can consider everything done.

SOURCE:　FI:070

SOURCE:　Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. (2005). *Personal finance* (p. 147). New York: Glencoe/McGraw-Hill.

39. D

Collectibles.　Items that gain or lose value over time are collectibles—such as antiques, gems, stamps, dolls, and sports memorabilia.　"Collecting" usually involves owning these items, waiting until they become really valuable, and then selling them for a profit. With stocks and stock mutual funds, investors own pieces of corporations or agencies. With real estate investments, investors own property.

SOURCE:　FI:077

SOURCE:　QS LAP 32—Risky Business

40. D

Records credit purchases when the purchases are made. The accrual method of accounting records transactions at the time they occur even if no money changes hands at that time. This method, therefore, keeps the business up-to-date on the amount of sales rather than on the amount of cash received. The cash accounting method records both income and expenditures at the time the money changes hands. It is the method most frequently used by small businesses, especially those that don't offer credit.

SOURCE:　FI:085

SOURCE:　FI LAP 5—Show Me the Money (Nature of Accounting)

41. B

Employees' salaries. Liabilities are debts that a business owes. Liabilities are classified as current, which means that the debts will be paid off during the year, or long-term, which means that they will be paid off over a period of time. Employees' salaries are current liabilities because the business is expected to pay its employees for their work on a regular basis throughout the year. Mortgage loans are long-term liabilities because businesses usually make mortgage payments for several years. Accounts receivable are assets because they are all the monies owed to the business by its customers. Owner's equity is the amount an owner has invested in the business plus or minus profits and losses.

SOURCE:　FI:093

SOURCE:　Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 772). Woodland Hills, CA: Glencoe/McGraw-Hill.

42. C

To estimate income. The sales budget sets the financial pace for a business by estimating what amount of expenses and income can be expected from the sale of the business's goods and services. Sales budgets are extremely important because they estimate the major source of income, which helps a business determine if it will be profitable. Businesses take into consideration future trends, the state of the economy, and the level of competition when developing sales budgets.

SOURCE:　FI:106

SOURCE:　FI LAP 3—Money Tracks (Nature of Budgets)

43. B

   True; all employees make either a positive or negative impact on a business. A good employee in a certain job position can boost a company's productivity, help create profit, and contribute to a pleasant working environment. The wrong employee in that same position may not only cause a company to miss out on these benefits but can also create negative results in their place. Not all employees make a positive impact. Managers, supervisors, executives, and board members are not the only people who make an impact on a business.
   SOURCE: HR:410
   SOURCE: HR LAP 35—People Pusher (Nature of Human Resources Management)

44. B

   A competitive advantage. When a tour company acquires up-to-date, relevant marketing information from reputable sources, it can make thoughtful business decisions and take action to offer new travel products, increase its profits, and gain market share. A tour company that takes steps to increase its market share may gain a competitive advantage, which is the edge achieved by the business for offering something better or different from its competitors. Quality assurance is the process by which a business achieves its desired level of quality. Balance of trade is the difference between the value of a nation's exports and its imports. Although favorable business decisions should provide the business with more brand recognition, recognition is not guaranteed.
   SOURCE: IM:420
   SOURCE: Raza, I. (2005). *Heads in beds: Hospitality and tourism marketing* (pp. 18-22, 217-218, 237). Upper Saddle River, NJ: Pearson Education.

45. D

   Trade association. Secondary information is information that has already been collected by others. A trade association is a group of persons in the same industry (e.g., hospitality) or geographic area who form a society to solve their common problems. Trade associations often gather marketing information about their industries, so they are a good source for obtaining secondary information about industry trends. A sampling plan is an outline or document that describes the process of choosing a representative group of consumers to survey. Guest comment cards and telephone interviews are sources of primary information, which is new information collected for a specific purpose.
   SOURCE: IM:421
   SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.) [p. 167]. Upper Saddle River, NJ: Pearson Prentice Hall.

46. A

   Tax change. Governments that raise hotel or sales tax rates can affect a region's hospitality and tourism. If the tax rates are too high, vacationers or tourists are more likely to travel to destinations that have lower tax rates, which will reduce their travel expenses. Natural disasters (e.g., hurricanes) and the unemployment rate are economic factors that can affect the hospitality and tourism industry. Terrorism is a political factor.
   SOURCE: IM:425
   SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.) [pp. 132-133]. Upper Saddle River, NJ: Pearson Prentice Hall.

47. A
The resort's peak season occurred during the second quarter. Successful hospitality businesses monitor their sales data on a continuous basis. Monitoring sales data helps resorts to identify trends and selling cycles, establish sales forecasts, and determine if they are meeting their sales objectives. The provided sales information reveals a substantial sales increase during the second quarter, which indicates that this is the resort's peak season. This is likely due to higher resort occupancy rates, and the purchase of more ski passes and ski rentals during the winter months, when guests stay at the resort to snow ski. There is not enough information provided to determine if the resort is experiencing financial problems or if it did not meet its annual sales objectives. Total sales for the year were $2,369,427 ($652,276 + $947,550 + $423,835 + $345,766 = $2,369,427). The first and third quarter sales were $1,076,111 ($652,276 + $423,835 = $1,076,111). Half of the annual sales would be $1,184,713.50 ($2,369,427 ÷ 2 = $1,184,713.50). Therefore, the combined sales for the first and third quarters did not exceed half of the year's annual sales.
SOURCE: IM:426
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.) [pp. 155, 158, 793]. Upper Saddle River, NJ: Pearson Prentice Hall.

48. D
4. Range is the distance between the highest value and the lowest value. In this example, 8 is the highest value because it represents the most times during the month that the people responding went to the movies. The lowest number of times the people responding went to the movies was 4 times a month. To calculate the range, subtract the lowest value from the highest value (8 - 4 = 4).
SOURCE: IM:416
SOURCE: Zikmund, W.G., & Babin, B.J. (2010). *Exploring marketing research* (10th ed.) [pp. 445-446]. Mason, OH: South-Western Cengage Learning.

49. D
Adjust prices. Deciding on a product's price is not always easy. Businesses must consider many factors, some of which encourage businesses to adjust prices. For example, if a product is in great demand, businesses might increase the price because customers are willing to pay the price to obtain the product. If a product is in great demand, a business would increase inventory in order to increase sales. Businesses do not contact competitors about prices. By gathering information, a business might learn that a product is in great demand.
SOURCE: MK:002
SOURCE: MK LAP 1—Work the Big Six (Marketing Functions)

50. D
Escorted bus tour plus lodging. Marketing a travel and tourism service involves marketing intangibles, which often are experiences. In this example, the escorted bus tour is a travel experience that participants enjoy. It is not a tangible product, although the bus and lodging facilities are physical items. The difference is that participants purchase the experience of the bus tour rather than the bus or the hotel room. The use of the bus and the hotel room are part of the experience. Dinner, souvenirs, and postcards are tangible items that can be marketed and sold. They may add to the overall travel experience, but they are not services.
SOURCE: MK:008
SOURCE: Gorham, G., & Rice, S. (2007*). Travel perspectives: A guide to becoming a travel professional* (4th ed.) [pp. 204-207]. Clifton Park, NY: Thomson Delmar Learning.

51. C

Guest history records. These records contain the names and addresses of all previous guests. The hotel can use this information to create a mailing list and to encourage previous guests to return. A guest folio is a record of an individual guest's hotel charges. Express check-out is a system used by many hotels to speed the check-out process for departing guests. The daily transaction report lists telephone charges for each guest room.

SOURCE: MP:034
SOURCE: Educational Institute of the American Hotel & Lodging Association (2005). *Lodging management program: Year 1* (2nd ed.) [pp. 174-175]. Lansing, MI: Educational Institute of the American Hotel & Lodging.

52. A

Accomplish a task. Businesses need information to manage and operate the business. The reason they obtain information is to use it to accomplish a task, such as locating new customers, organizing inventory, or developing a new marketing strategy. Simply obtaining information is not useful unless the business applies it to accomplish a task. Businesses do not obtain information simply to develop a database. They determine a need before obtaining information. They evaluate the source of the information to determine its usefulness before applying it to accomplish a task.

SOURCE: NF:080
SOURCE: Bovée, C.L., Thill, J.V., & Mescon, M.H. (2007). *Excellence in business* (3rd ed.) [pp. 132-135]. Upper Saddle River, NJ: Pearson Prentice Hall.

53. A

The Sarbanes-Oxley Act. The Sarbanes-Oxley Act of 2002 is a major federal law regarding information management and accounting records. Businesses must take proper steps to comply with this legislation. The Sherman Anti-Trust Act relates to monopolies. The Landrum-Griffin Act and the Taft-Hartley Act both relate to labor issues.

SOURCE: NF:110
SOURCE: NF LAP 3—In the Know (Nature of Information Management)

54. B

Quotation marks. 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. To narrow the scope of the information that the search query returns, Eli should place quotation marks around the specific phrase, such as "International Internet Marketing Association." By using quotation marks, the search will return results with those words in the exact way the researcher enters them, which narrows the scope of the returned results. Asterisks, the number sign, and the equal sign are not keystroke options that will narrow online search results.

SOURCE: NF:006
SOURCE: Google. (n.d.). *Google search basics: More search help.* Retrieved May 24, 2010, from http://www.google.com/support/websearch/bin/answer.py?answer=136861

55. D

Database. Database software programs are used to collect, sort, organize, and analyze information quickly. A cruise line would use database software to maintain a list of recent passengers and their cabin preferences. The cruise line could sort the information according to various factors, such as the passengers' addresses, and develop mailing lists to promote upcoming cruises. Businesses use presentation software to develop visual aids to supplement an oral presentation. Communication software programs are used to send information from one computer to another. Word-processing software programs are used for writing and editing documents.

SOURCE: NF:009
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 199). Woodland Hills, CA: Glencoe/McGraw-Hill.

56. C
Who will be responsible for record keeping. The phases of record keeping include getting started, implementing the process, and monitoring/adjusting the process. At the "how to keep them" point (in the "getting started" phase of record keeping), the business must set policies and practices, deciding whether or not the records should be kept digitally and who should be responsible for creating, maintaining, and destroying the records. Where competitors keep their records is not an issue in a firm's own record keeping. Employees may or may not dislike record keeping. No client should be excluded from the records.
SOURCE:　NF:001
SOURCE:　NF LAP 1—Record It (Business Records)

57. D
Work in various locations. The increased use of computers and telecommunications equipment is changing the way many companies operate and do business. At one time, most employees worked in one location and communicated with others through written memos and phone calls. Today, computers and telecommunications equipment allow many employees to work in various locations and maintain contact with coworkers, managers, and customers. For example, an employee with a laptop computer can work from home, while traveling by air to an appointment, while conducting business in a foreign country, or while relaxing at the beach. Routine tasks often do not involve the use of computers or telecommunications equipment. The increased use of computers and telecommunications equipment does not necessarily allow employees to participate in management or encourage them to compete with coworkers.
SOURCE:　NF:013
SOURCE:　Farese, L. S., Kimbrell, G., & Woloszyk, C. A. (2009). *Marketing essentials* (p. 134). Woodland Hills, CA: Glencoe/McGraw-Hill.

58. C
Demand for your business's products. One way to determine the importance of an issue or trend you discover during an environmental scan is to ask, "How does this affect demand for our goods and services?" Your personal finances should not be an issue when conducting an environmental scan for work. An environmental scan does not relate to your competitors' personnel. A trend's impact on foreign governments does not necessarily affect its importance to your business.
SOURCE:　NF:015
SOURCE:　NF LAP 2—Get the 411 (Environmental Scanning)

59. C
Room rack. A room rack is a series of metal file pockets that hold information about the status of each room as well as information about features and rates. A hotel clerk could look at the information in a room rack to find out which available room best fits a guest's needs. A fax machine sends copies of written material through telephone lines. A switchboard is the telephone answering system. A key drawer contains keys to the hotel rooms.
SOURCE:　NF:060
SOURCE:　Vallen, G.K., & Vallen, J.J. (2005). *Check-in: Check-out* (7th ed.) [pp. 532-533]. Upper Saddle River, NJ: Prentice Hall.

60. B
Operations. Operations management is the process of planning, controlling, and monitoring the day-to-day activities required for the company to function. Because planning a production schedule involves making sure that resources (e.g., workers, equipment, raw materials) are available to produce the company's goods and/or services, Mr. Mason is performing operations activities. Without these resources, the business cannot function. Promotion and sales are marketing activities. Financial activities involve obtaining and managing the company's cash and assets.
SOURCE:　OP:189
SOURCE:　Gaspar, J., Bierman, L., Kolari, J., Hise, R., Smith, L., & Arreola-Risa, A. (2006). *Introduction to business* (pp. 557-558). Boston, Houghton Mifflin.

61. B
Report or correct safety hazards. Employees should routinely report or correct such hazards as torn carpet, slippery spots, spills, etc., which may cause accidents to themselves or to others. They should not, however, try to fix anything that is broken since some repairs should only be made by experts. OSHA is a governmental agency that writes and enforces safety standards for businesses, not an organization to join. Paying workers' compensation is the responsibility of the business, not the worker.
SOURCE: OP:007
SOURCE: Clark, B., Sobel, J., & Basteri, C.G. (2006). *Marketing dynamics* (pp. 406-410). Tinley Park, IL: Goodheart-Willcox.

62. A
Customer's signature. The back of a credit card contains a place for the customer's signature. When accepting credit cards for payment, employees should check the signature on the back of the card to make sure it matches the customer's signature on the charge slip. Carefully checking signatures on credit cards is one way for employees to help prevent fraud by detecting customers who are trying to use stolen cards. The expiration date and account number usually appear on the front of a credit card. A credit card's identification code usually is its account number.
SOURCE: OP:013
SOURCE: Kimiecik, R.C., & Thomas, C. (2006). *Loss prevention in the retail business* (p. 112). Hoboken, NJ: John Wiley & Sons.

63. D
To reduce the possibility of loss. Businesses establish security procedures, which are activities that employees should follow to protect the business from loss. These security procedures are intended to reduce the risk of robbery, assault, and other violent crimes, all of which might result in a loss for the business. For example, robbery usually results in financial loss. Employees do not follow established security procedures to create a pleasant facility, avoid the risk of accidents, or develop a healthy environment.
SOURCE: OP:152
SOURCE: Longenecker, J.G., Moore, C.W., & Petty, J.W. (2003). *Small business management: An entrepreneurial emphasis* (12th ed.) [p. 618]. Cincinnati: Thomson/South-Western.

64. B
Negotiation. Negotiation is the process of one person reaching an agreement with another person to meet specific wants or needs. Negotiation is an important skill because project managers must be able to influence others to take a certain course of action in order to achieve a desired outcome. Leadership is the ability to guide others in a desired manner. Organization is bringing all components together to achieve the project goals. Communication is the ability to express yourself clearly and simply.
SOURCE: OP:002
SOURCE: QS LAP 18—Make It Happen (Project Management)

65. B
Is careful when using equipment. Exercising care when handling equipment and money may prevent damage and/or loss, thereby helping to control expenses. A well-groomed appearance and effective communication are important in presenting a positive business image but are not related to expense control.
SOURCE: OP:025
SOURCE: Payne-Palacio, J., & Theis, M. (2009). *Introduction to foodservice* (11th ed.) [pp. 399-400]. Upper Saddle River, NJ: Pearson Prentice Hall.

66. C
Attract and retain customers. People generally feel more comfortable when they enter a business that is neat and clean and has a pleasant atmosphere. Businesses keep their facilities in good condition in order to attract and retain customers. Businesses are not well maintained in order to appeal to suppliers. A well-maintained business does not necessarily have a sanitation department or high operating expenses.
SOURCE: OP:032
SOURCE: Educational Institute of the American Hotel & Motel Association. (2005). *Lodging management program: Year one* (p. 220). Lansing, MI: Author.

67. B
Bait money. Bait money is a few bills whose serial numbers have been recorded. Many gift shops keep a few of these bills in the cash register in the event there is a robbery situation. The robbers are given the bait money which often helps to identify and apprehend them at a later time. Gift shops usually do not hire armed guards or keep police radios on hand. Most shops do not keep concealed weapons because they are more of a danger to employees than a way of handling a robbery situation.
SOURCE: OP:113
SOURCE: Kimiecik, R.C., & Thomas, C. (2006). *Loss prevention in the retail business* (p. 94). Hoboken, NJ: John Wiley & Sons.

68. A
Limit shore tours to ones approved by the cruise line. Cruise lines conduct extensive research and planning to determine the best route and destination points. The companies are familiar with many of the local tour and transportation services at the ports of call, and not all of them meet the standards of service and ethical responsibility that the cruise line or traveler expects. Therefore, tourists should use tour companies that are approved or recommended by the cruise line. This recommendation also applies to any transportation service (e.g., bus or taxi). Valuables, such as jewelry, should be locked in a safe on the ship to reduce the chance of theft onboard the ship or while on shore. For safety measures, a tourist should travel in organized groups instead of alone while on shore.
SOURCE: OP:115
SOURCE: Gorham, G., & Rice, S. (2007). *Travel perspectives: A guide to becoming a travel professional* (4th ed.) [pp. 34-35, 231, 234]. Clifton Park, NY: Thomson Delmar Learning.

69. D
Your physical body and your dress. Your physical body (and the health of it) along with how you dress (the clothing you wear) are the two most important factors influencing your personal appearance. How you take care of your body and what you do with it, along with how you present yourself through clothing, are decisions that affect your personal appearance. Your personal appearance is usually a critical factor that affects your self-concept, self-esteem, personality, and behavior. Your income and educational level are not directly tied to your personal appearance. Your personal appearance may reflect a certain income or educational level, but it doesn't have to.
SOURCE: PD:002
SOURCE: PD LAP 5—Brand ME! (Personal Appearance)

70. D
Organized. Orderly and systematic individuals keep track of everything that is going on in their lives. A bold individual is a risk taker. A cautious person is careful in making choices. Chaotic behavior would be unorganized and unpredictable.
SOURCE: PD:009
SOURCE: Wallace, H.R., & Masters, L.A. (2006). *Personal development for life & work* (9th ed.) [p. 300]. Mason, OH: South-Western Cengage Learning.

71. D
Pinpoint your main goal. When breaking down your goal, the first thing you should do is pinpoint your main goal. Once you know where you're headed, you split your main goal into several smaller goals. Then, you prioritize them. Updating your goals is not part of breaking them down.
SOURCE: PD:018
SOURCE: PD LAP 16—Go for the Goal (Goal Setting)

72. A
Jeff makes a "to-do" list. A "to-do" list is a list of activities that an individual plans to accomplish during a certain period of time, and it is a good technique for using time wisely. Sara is working quickly but not necessarily efficiently. Karen is procrastinating and may end up with no time or less time to complete the tasks she keeps putting off. Dan allows others to take up his time.
SOURCE: PD:019
SOURCE: OP LAP 1—About Time (Time Management in Business)

73. B
Write in "unknown." On occasion, people will encounter questions on employment applications for which they do not know the answer. When this situation occurs, it is acceptable to write "unknown" in the space. This indicates that the applicant has read the question but either doesn't have the information available or doesn't know the answer. It is always better to write in "unknown" or "NA" than to leave a blank space that might make an employer think that an applicant forgot to answer the question. Applicants should never make up answers. Employment applications are not allowed to contain the types of questions that would obtain strictly personal information from applicants, such as age or religious preference.
SOURCE: PD:027
SOURCE: Bailey, L.J. (2003). *Working: Career success for the 21st century* (3rd ed.) [pp. 46-47]. Mason, OH: South-Western.

74. C
Work at the company that is hiring. Many of the people in a network are professionals that the individual knows because of business or work-related activities. The advantage of including these people in a network is that they often work at the company that is hiring and can pass on information to others in the network. If the contacts are interested in the same position, they might not be willing to network and share information. The contacts may have information about job skills and know how to communicate with others, but those are not reasons why networking is so effective.
SOURCE: PD:037
SOURCE: Lussier, R.N. (2008). *Human relations in organizations: Applications and skill building* (7th ed.) [pp. 401-402]. New York: McGraw-Hill Irwin.

75. B
Certification. Some professional organizations in the travel and tourism industry provide training that results in conferring a certificate of completion. This certification indicates that an individual has completed an approved training course and is qualified to perform certain functions. For example, the National Tour Association awards a certificate to tour professionals who take specific courses and have at least five years of experience in the tour industry. Not all training programs provide firsthand experience. Professional organizations do not award college degrees. Some courses are offered online as a way for participants to obtain certification.
SOURCE: PD:061
SOURCE: Gorham, G., & Rice, S. (2007*). Travel perspectives: A guide to becoming a travel professional* (4th ed.) [pp. 6-7]. Clifton Park, NY: Thomson Delmar Learning.

76. C
Transportation advancements increase the demand for hospitality services. The development of the automobile and airplane, as well as roads and highway systems, in the past century has made travel faster and easier. As a result, more people are traveling for business and pleasure, which increases the demand for hospitality services. Political factors do, in fact, influence the development for hospitality services. For example, the end of the cold war, marked by tearing down the Berlin Wall, increased opportunities for travel to various countries. As travel increases, the need for hospitality services increases. Because of advancements in the transportation industry (e.g., automobile and air travel), the hospitality industry has grown and changed significantly in the past one hundred years. An increase in tourism would create a higher demand for hospitality services.
SOURCE: PD:105
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.) [pp. 130, 146-147]. Upper Saddle River, NJ: Pearson Prentice Hall.

77. C
Negotiable. The hospitality industry experiences fluctuations in demand for hotel accommodations. Supply and demand fluctuations occur for many reasons. For example, seasonal factors affect how resorts price their rooms. They often charge higher prices during typical vacation times because more people are traveling and need sleeping accommodations. Room prices are also affected by the economy. When the economy is good, more people take vacations and more organizations hold off-site business meetings. This creates a higher demand, which lowers the availability of hotel rooms. When people are traveling less, there is a decrease in demand and an increase in room availability. When this occurs, guests can often negotiate lower prices for the guest rooms. The hotels are willing to negotiate so that rooms do not go unoccupied, which is a financial loss for the hotels. Hotel room prices are not consistent, unimportant, or imprecise as a result of changes in supply and demand.
SOURCE: PI:029
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.)
         [pp. 456-458, 663-666]. Upper Saddle River, NJ: Pearson Prentice Hall.

78. A
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. D
Whether products will be available when needed. Purchases need to be made so that products needed for resale and/or raw materials needed for production will be on hand at the appropriate time. The quality and the variety of products to be purchased are part of the process of deciding what to buy. Safety stock is a slightly larger amount of stock than the business expects to sell. It is more likely to create overstocking than to prevent it.
SOURCE: PM:262
SOURCE: Berman, B., & Evans, J.R. (2004). *Retail management: A strategic approach* (9th ed.)
         [pp. 356-357]. Upper Saddle River, NJ: Prentice Hall.

80. A
Vacation clubs. Company employees are offered special vacation packages or discounted prices on leisure trips they book through the agency. Familiarization trips are taken by meeting planners and travel professionals to inspect sites. Guaranteed lowest airfare and advance seat assignments are common services offered by most all agencies—not only to corporate travelers, but to leisure travelers as well.
SOURCE: PM:095
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.)
         [p. 252]. Upper Saddle River, NJ: Pearson Prentice Hall.

81. C

Concession. During negotiations, one party often makes a concession which involves giving up something in exchange for getting something else. For example, a buyer might offer to sign a contract to purchase items for $5.25 instead of $5.00 if the vendor agrees to deliver the items in two days instead of five days. Making a concession is often the way for both parties to get what they want. However, this process is only effective if both parties are flexible and each party actually receives something of value. In this case, the buyer negotiated a prompt delivery in exchange for paying a little more. Once negotiations are completed, a buyer makes a commitment to sign the contract. Offering something in exchange for something else is not a transition or a statement.

SOURCE: PM:264
SOURCE: Monczka, R.M., Handfield, R.B., Giunipero, L.C., & Patterson, J.L. (2009). *Purchasing and supply chain management* (4th ed.) [pp. 476-477]. South-Western Cengage Learning.

82. B

Superstitial. This is the next generation of interstitials, which feature minivideos timed to appear when the user moves the mouse within the web site. Interstitials are Java-based ads appearing while the publisher's content is loading. Daughter windows are a variation of interstitials. They appear in a separate window overlaying the browser window. Interactive banners are activated by some action from the user.

SOURCE: PR:164
SOURCE: Strauss, J. & Frost, R. (2001). *E-marketing* (2nd ed.) [pp. 227-231]. Prentice Hall.

83. C

List management. List management is the manual or automatic act of organizing, handling, and/or supervising the information about individuals who deal with a particular business. E-mail marketers maintain lists of customers that need to be managed. Some of the responsibilities of list management include deleting duplicate addresses and removing unauthorized subscriptions. An Internet service provider is a company that provides access to the Internet. Automation programs do not require a human to operate. Permission-based marketing is known as opt-in e-mail.

SOURCE: PR:165
SOURCE: PR LAP 13—E-Mail as a Marketing Tool

84. A

Color. Color is one of the most effective and flexible elements of a print advertisement because it can attract attention and help create the desired mood. Color can dramatically and realistically show products and highlight certain parts of the ad. Also, readers tend to pay more attention to color ads than to ads in black and white. A symbol is a distinctive design or group of letters that usually remains the same rather than being flexible. Layout is not an element of a print ad but the way in which the elements of an advertisement are arranged. Unity is a design principle rather than an element.

SOURCE: PR:123
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 430). Woodland Hills, CA: Glencoe/McGraw-Hill.

85. A

Distinctive. Certain type styles are more distinctive and unusual than others. In many cases, the type styles used in advertisements are selected because they stand out and are distinctive. The intent is to attract the readers' attention and encourage them to continue reading. Often, distinctive type styles are used in headlines to set one advertisement apart from all of the others. Most type styles are available in both a condensed and an italicized form. All type styles include lowercase letters. However, the style is used because it is distinctive.

SOURCE: PR:326
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 431-433). New York: Glencoe/McGraw-Hill.

86. D
Emotional. The emotional approach to creating ad copy uses strong language to reach the audience. The words selected are intended to reach the audience on a psychological, or emotional, level; the words are used to create a certain feeling. For example, a card company that advertises its line of Mother's Day cards may use language that reminds us how wonderful mothers are. Words such as love, devotion, guidance, great, or best might be used to reach the audience and entice people to buy a card, which reflects the sentiment expressed in the advertisement. Comparative copy is used when the advertiser makes a direct comparison of a good or service with a competitor. Usually, the advertiser emphasizes its strengths and the competitor's weaknesses. The factual approach to advertising copy uses language that describes the good or service. It may explain how the product works, what it is made of, and why the audience needs it. A testimonial is a statement by an identified user of a product proclaiming the benefits received from the use of the product.
SOURCE: PR:126
SOURCE: Lane, W.R., King, K.W., & Russell, J.T. (2005). *Kleppner's advertising procedure* (16th ed.) [pp. 493-496]. Upper Saddle River, NJ: Pearson/Prentice Hall.

87. C
Will look when it is run. The proof shows exactly how the ad will appear if it is printed without any changes. It has not been corrected. The proof is sent to the advertiser to be checked for errors. If there are errors, the advertiser marks them on the proof and immediately returns the proof to the publisher. A tear sheet is a copy of the actual ad that is sent to an advertiser after an ad has run. The advertiser usually has a contract with the publisher that indicates how an ad will be billed.
SOURCE: PR:130
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (p. 433). Woodland Hills, CA: Glencoe/McGraw-Hill.

88. B
Food for the needy. Community issues are those issues that affect the community as a whole such as homelessness or food for the needy. To be socially responsible, businesses often become involved with and support certain community issues. This involvement benefits the community because businesses are able to provide support which often includes money as well as time. The involvement also benefits the businesses because they receive positive publicity which helps to create a good public image. Consumer rights, truth in lending, and personal ethics are not community issues.
SOURCE: PR:347
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 135-136). New York: Glencoe/McGraw-Hill.

89. B
Navigation. Viewers need to be able to move around a web site easily. They like to know where they are on web sites. To make this a reality, websites' navigation needs to be carefully planned. To attract attention, banner ads should not be consistent, but change. Hyperlinks enable viewers to jump from section to section, page to page, or site to site on a web page. They are written in code that is not seen by viewers. Click throughs are performed by viewers after a web site is in place.
SOURCE: PR:328
SOURCE: Miles, J.E., & Dolce, C. (2006). *E-Commerce* (pp. 193-195). New York: Glencoe/McGraw-Hill.

90. D
Paragraphs. For optimal readability, writers should avoid splitting a sentence or a paragraph between two pages of a news release. Thoughts and information may be split between two pages. News releases do not contain chapters.
SOURCE: PR:057
SOURCE: Stroman, J., Wilson, K., & Wauson, J. (2004). *Administrative assistant's and secretary's handbook* (2nd ed.) [pp. 239-241, 343]. New York: AMACOM.

91. D
Determining the purpose of the special event. Every event should start with identification of the event's purpose. The purpose of the special event might be to make money; to increase awareness a product, brand, or apparel store; or to celebrate a success or a milestone. Once the purpose of the special event is determined, the team responsible for the event can begin its planning. Planning includes developing objectives for the special event, developing a planning timeline, and creating checklists (also known as "to do" lists) for accomplishing the activities leading up to the event.
SOURCE: PR:360
SOURCE: Van Der Wagon, L. & Carlos, B.R. (2005). *Event management: For tourism, cultural,*
            business, and sporting events (p. 271). Upper Saddle River, NJ: Pearson Education.

92. A
Put up decorations. One of the main ways that gift shops prepare for special seasonal events is to put up decorations that reflect the event. For example, shops usually decorate for such seasonal occasions as Valentine's Day, St. Patrick's Day, and Christmas. These are events that often attract more customers and generate more sales for the shop. To tie in to the seasonal occasions, shops decorate in an appropriate way to appeal to customers and encourage them to buy. Gift shops would not prepare for a special event by remodeling the facility or decreasing operating hours. Shops actually increase hours during special seasonal events. A shop would not write a news release because the seasonal event is not news but something that occurs every year.
SOURCE: PR:068
SOURCE: McCalla, P. (2005). *Retailing* (pp. 190-192). Woodland Hills CA: Glencoe/McGraw-Hill.

93. A
Repetition. Repetition is used to create emphasis. Repeating the same color, shape, or texture in display items calls attention to those particular items. Scale is the relationship of display items to each other and to the display space. Harmony is the smooth blend of all the elements of a display. Contrast uses items of very different size, shape, or texture together in order to create emphasis.
SOURCE: PR:026
SOURCE: Bell, J., & Ternus, K. (2002). *Silent selling: Best practices and effective strategies in visual*
            merchandising (2nd ed.) [pp. 42, 109-110]. New York: Fairchild.

94. B
Promotion. Sponsoring this community event creates a positive public image for the hotel. Programming refers to special offerings for groups that share common interests. Packaging involves offering more than one good or service for one total price. Although people are involved in delivering services, they are not being exemplified in this situation.
SOURCE: PR:121
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.)
            [pp. 595, 597, 601]. Upper Saddle River, NJ: Pearson Prentice Hall.

95. D
To attract new customers. One of the main reasons why hotels have sweepstakes is to attract new customers. Sweepstakes are a popular form of promotion that encourages customers to stay at a property in order to win prizes. Not only do sweepstakes increase sales during the duration of the contest, but they also attract new customers who often become regular guests. Although sweepstakes give away prizes which may include weekend packages, that is not why hotels use them. Hotels do not use sweepstakes to improve their efficiency levels.
SOURCE: PR:082
SOURCE: Kotler, P., Bowen, J.T., & Makens, J.C. (2006). *Marketing for hospitality and tourism* (4th ed.)
            [pp. 617, 622]. Upper Saddle River, NJ: Pearson Prentice Hall.

96. C
Customers respond well to visuals. Most travel and tourism displays include visuals such as posters or photographs of interesting destinations. The use of creative display techniques is effective because customers respond well to visuals. It is easier to sell a trip or tour to customers if the customers are able to see some of the sites. Then, customers often are able to picture themselves visiting those sites which encourages them to buy. Suppliers provide printed materials that travel agents might use to develop a creative display. Some display techniques include the use of videos that employees can show to customers. Competitors may display souvenirs but usually do not give away souvenirs.
SOURCE: PR:162
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 382-383). Woodland Hills, CA: Glencoe/McGraw-Hill.

97. C
"May I help you?" "May I help you?" is a polite question indicating the salesperson's willingness to be of assistance to the customer. "This flashlight is rechargeable" and "This resort offers all-inclusive options" both are merchandise approaches that indicate characteristics of a product. "Good morning, Mrs. Jones" is an example of a greeting approach.
SOURCE: SE:110
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 280-283). Woodland Hills, CA: Glencoe/McGraw-Hill.

98. C
Increased sales. The use of product substitution can benefit a business by increasing sales. When a salesperson is able to substitute a product for items that are out of stock or not carried, the salesperson makes a sale that might otherwise have been lost. Substitute selling does not increase open-to-buy, the amount of money a business has available to purchase stock. Improved inventory control and greater selection are not benefits of using product substitution.
SOURCE: SE:114
SOURCE: Greene, C. (2003). *Selling: Business 2000* (p. 149). Mason, OH: South-Western.

99. B
Recommending hospitality services. Front-desk employees often tell guests about the hotel's dining options to encourage guests to use the hotel's food service. This is an example of recommending hospitality services. The advantage of recommending services, such as the dining room or room service, is that these services generate additional revenue for the hotel. If guests are unaware that the hotel has a restaurant or offers room service, they may leave the property and dine elsewhere. Telling guests about the hotel's restaurant and room-service menu is not an example of explaining complimentary offers, describing local opportunities, or promoting recreational activities.
SOURCE: SE:221
SOURCE: Vallen, G.K., & Vallen, J.J. (2005). *Check-in: Check-out* (7th ed.) [p. 292]. Upper Saddle River, NJ: Prentice Hall.

100. D
Percent. An electronic cash register can calculate discounts for employees. The employee enters 50 and then touches the percent (%) key after the sale amount of the check. The register automatically calculates or subtracts 50% from the item on the check. The No Sale key is used to open the cash drawer when a sales transaction is not in process. The purpose of the Refund key is to record cash refunds. The Conversion key is used to convert payment to a different currency.
SOURCE: SE:149
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 164-165, 343-346). Woodland Hills, CA: Glencoe/McGraw-Hill.