

TSM144 List of Questions

Latex formatted questions may not properly render

Q1 Expertsestimated that we spent about ----- per cent of our time in writing

- ☐ 10
- ☒ 11
- ☐ 12
- ☐ 13

Q2 The ----- impact of tourism has been a matter of concerns for government s

- ☒ Social
- ☐ Economic
- ☐ Technological
- ☐ Political

Q3 The state tourism corporatios are good sources of ----- and subjects to write on

- ☐ Master piece
- ☒ Information
- ☐ Advertisement
- ☐ Promotion

Q4 New Delhi has more five star hotels thn the whole of -----

- ☐ Nigeria
- ☒ Spain
- ☐ China
- ☐ Singapore

Q5 70 per cent of the world movements are shared by ----- countries

- ☐ 12
- ☐ 13
- ☐ 14
- ☒ 15

Q6 By -----, 25 million people crossed international borders

- ☒ 1950
- ☐ 1960
- ☐ 1970
- ☐ 1980

Q7 ----- is regarded as the largest industry after oil and is fast growing

- ☐ Agriculture
- ☐ Engineering
- ☐ Politics
- ☒ Tourism

Q8 ----- refers to a method of cooking

- ☐ Food
- ☐ Cuisine
- ☒ Recipe
- ☐ Cooks

Q9 ----- refers to one who intends to travel

- ☒ Itinerant
- ☐ Traveller
- ☐ Tourist
- ☐ Agent

Q10 ----- refers to specialities of food

- ☐ Softdrinks
- ☒ Cuisine
- ☐ Recipe
- ☐ Hacolic

Q11 ----- is the most important need of a traveler

- ☐ Softdrinks
- ☒ Food
- ☐ Snakas
- ☐ Hacolic

Q12 Writing on ----- is perhaps the most common form of writing in tourism industry

- ☒ Destinations
- ☐ Hotels
- ☐ Tourists
- ☐ Tourism

Q13 ----- is both an information gatherer as well as provider

- ☐ Artist
- ☒ Writer
- ☐ Singer
- ☐ Musician

Q14 The basic requirements of travel wrting include the following except -----

- ☐ Lucidity

- ☐ Capability for description
- ☐ A keen sense of observation
- ☐ Arrange event venues

Q15 Public relations covers the elements except -----

- ☐ Choosing the media
- ☐ News release
- ☐ Identify the contracts
- ☐ Choose the money

Q16 Public speaking is a greater opportunity for the speaker than for the audience

- ☐ Public relations
- ☐ Publicity
- ☐ Public speaking
- ☐ Advertising

Q17 ----- is part of promotion

- ☐ Public relations
- ☐ personal selling
- ☐ Sales promotion
- ☐ Advertising

Q18 ----- effort have to be credible but they are difficult to evaluate for effectiveness

- ☐ Public relations
- ☐ Publicity
- ☐ Sales promotion
- ☐ Advertising

Q19 ----- of using media is an important consideration while planning a campaign

- ☐ Cost
- ☐ Planning
- ☐ Budget
- ☐ Estate

Q20 ----- has a wider exposure than the print media

- ☐ Radio
- ☐ TV
- ☐ Newspaper
- ☐ Advertising

Q21 ----- refers to a planned programme to communicate or promote using media

- ☐ Advertising
- ☐ Campaign
- ☐ Sales promotion
- ☐ Audience

Q22 Demographics refers to the description of a population in terms of sex, age, etc

- ☐ Data
- ☐ Population
- ☐ Sample
- ☐ Survey

Q23 ----- is what appears in an advertisement by way of words and illustrations

- ☐ Copy
- ☐ Advertisement
- ☐ TV
- ☐ Publicity

Q24 The display media comprises of the following except -----

- ☐ Hoardings
- ☐ Signs and banners
- ☐ Paintings and posters
- ☐ Video tapes

Q25 Which of the following is not a form of print media?

- ☐ News papers
- ☐ Magazines
- ☐ Bulletins
- ☐ TV

Q26 ----- are written by professional or well known persons on request with or without being paid

- ☐ Sponsor articles
- ☐ Press release
- ☐ Advertisement
- ☐ Sales promotion

Q27 ----- refers a statement issued to the media to be published or broadcast by the media as news

- ☐ Publicity
- ☐ Press release
- ☐ Advertisement
- ☐ Sales promotion

Q28 ----- relies on displays of materials and skills

- ☐ Promotion

- ☐ Personalselling
- ☐ Publicity
- ☐ Merchandising

Q29 ----- refers the the activities that take place within a unit

- ☐ Merchandising
- ☐ Packaging
- ☐ Personal selling
- ☐ Promotion

Q30 Tourist ----- are sold personally to intending travellers by travel agents, etc

- ☐ Hotel
- ☐ Venue
- ☐ Destinations
- ☐ Tourism sites

Q31 ----- is a part of promotion

- ☐ Personal selling
- ☐ Sales promotion
- ☐ Publicity
- ☐ Promotion

Q32 Word of mouth publicity happens when people talk aboit satisfying -----

- ☐ Services
- ☐ Experiences
- ☐ Products
- ☐ Tourism

Q33 ----- is more credible than advertisements

- ☐ Labelling
- ☐ Packaging
- ☐ Publicity
- ☐ Sales promotion

Q34 ----- is unpaid coomuncation and promotion by unidentified person

- ☐ Promotion
- ☐ Publicity
- ☐ Sales promotion
- ☐ Advertising

Q35 A tourism destination has a visual -----

- ☐ Trade made
- ☐ Label
- ☐ Package
- ☐ Appeal

Q36 ----- should emphasis the key benfits that the target market must perceived and value

- ☐ Comminication
- ☐ Message
- ☐ Coding
- ☐ Receiving

Q37 ----- arouse curiosity and interest

- ☐ Sales promotion
- ☐ Adverisiement
- ☐ Publicity
- ☐ Packaging

Q38 ----- is any piad for non-personal forms of prsentation

- ☐ Advertising
- ☐ Place
- ☐ Publicity
- ☐ Sales promotion

Q39 In -----, an organization is talking about itself and its products

- ☐ Promotion
- ☐ Product
- ☐ Place
- ☐ Price

Q40 ----- is an element of the marketing mix

- ☐ Place
- ☐ Product
- ☐ Promotion
- ☐ Price

Q41 ----- refers to the ways of segmenting the market

- ☐ Targeting
- ☐ Segmentation
- ☐ Packaging
- ☐ Labelling

Q42 A research is designed and conducted to ensure its -----

- ☐ Credibility

- ☐ Viability
- ☐ Reliability
- ☐ Consistency

Q43 A service product is manufactured at the point of -----

- ☐ Consumption
- ☐ Production
- ☐ Delivery
- ☐ Packaging

Q44 Up-gradation in level of service is achieved by taking the service to the -----

- ☐ Management
- ☐ Customer
- ☐ Tourist
- ☐ Market

Q45 The expectations from a restaurant may vary in kinds of -----

- ☐ Food
- ☐ Experience
- ☐ Knowledge
- ☐ Service

Q46 ----- refers to the arrangements for flow of information and material to the point where the service is being delivered

- ☐ Programming
- ☐ Systems
- ☐ Units
- ☐ Services

Q47 A product in tourism is the place of destination and ----- gained

- ☐ Experiences
- ☐ Knowledge
- ☐ Price paid
- ☐ Service enjoy

Q48 ----- helps in identifying and providing information about distinctive features, technical data, precautions, etc

- ☐ Promotion
- ☐ Packaging
- ☐ Labelling
- ☐ Symbol

Q49 ----- provides protection, attractiveness and identity

- ☐ Packaging
- ☐ Labelling
- ☐ Symbol
- ☐ Promotion

Q50 A product is something that a producer offers to a customer to provide -----

- ☐ Experience
- ☐ Happiness
- ☐ Joy
- ☐ Satisfaction

Q51 -----the comfort of a stay in a hotel is -----

- ☐ Knowledge
- ☐ Experience
- ☐ Happiness
- ☐ Joy

Q52 The ----- is a complex one

- ☐ Tourist product
- ☐ Marketing product
- ☐ Market
- ☐ Segmentation

Q53 ----- refers to the elements that could be varied for better market effectiveness

- ☐ Marketing mix
- ☐ Market
- ☐ Segmentation
- ☐ Promotion

Q54 ----- refers to the process of gathering information about the market

- ☐ Sales promotion
- ☐ Market research
- ☐ Marketing
- ☐ Service marketing

Q55 A service comprises of the following characteristics except -----

- ☐ Ownership
- ☐ Perishability
- ☐ Emotional
- ☐ Intangibility

Q56 A ----- is something that a producer makes and offers to consumers to provide satisfaction of the needs

- ☐ Market

- ☐ [Service](#)
- ☐ Product
- ☐ Place

Q57 Each segment of the ----- differs in terms of needs and expectation

- ☐ Marketing
- ☐ [Market](#)
- ☐ Sales
- ☐ Promotion

Q58 Segmentation is usually done on the basis of the following elements except -----

- ☐ Geographic
- ☐ Demographic
- ☐ Psychographic
- ☐ [sales target](#)

Q59 ----- is regarded as a discrete, identifiable, viable and appropriate

- ☐ [Segment](#)
- ☐ Target
- ☐ Market
- ☐ Marketing

Q60 ----- refers to the collection of existng and prospective customers for the product

- ☐ [Market](#)
- ☐ Marketing
- ☐ Sales
- ☐ Promotion

Q61 Each elements in the marketing mix is important and has an influence on the -----

- ☐ [Customer](#)
- ☐ Supplier
- ☐ Producer
- ☐ Marketer

Q62 A tourism customer customer buys services at a -----

- ☐ Hotel
- ☐ Tourism site
- ☐ [Destination](#)
- ☐ Airports

Q63 ----- includes consessions on basic price, discounts, rebates, credits and delivery terms

- ☐ [Price](#)
- ☐ Place
- ☐ Promotion
- ☐ Product

Q64 ----- includes retail outlets, wholesalers, transportation, order processing procedure, etc

- ☐ [Place](#)
- ☐ Price
- ☐ Product
- ☐ Promotion

Q65 ----- includes advertising, publicity, frequency of exposure, sales promotion, displays and merchandising

- ☐ [Promotion](#)
- ☐ Price
- ☐ Place
- ☐ Product

Q66 ----- includes presale and post-sale service

- ☐ [Product](#)
- ☐ Promotion
- ☐ Production
- ☐ Productivity

Q67 The marketing mix is also known as -----

- ☐ Marketing means
- ☐ Marketing mean
- ☐ [Marketing mix](#)
- ☐ Marketing mode

Q68 Which of the following is not an element of marketing mix?

- ☐ Place
- ☐ Price
- ☐ Promotion
- ☐ [Production](#)

Q69 ----- concepts had been originally developed in the context of tangible consumer goods

- ☐ [Marketing](#)
- ☐ Business
- ☐ Promotion
- ☐ Advertising

Q70 ----- need to be persuaded to buy the product in the market

- ☐ [Tourists](#)

- ☐ Transporters
- ☐ Airline managers
- ☐ Artisans

Q71 ----- is a service industry

- ☐ Tourism
- ☐ Economics
- ☐ Political science
- ☐ Sociology

Q72 Marketing concepts are relevant even in the absence of -----

- ☐ Promotion
- ☐ Competition
- ☐ Advertising
- ☐ Publicity

Q73 The concepts of ----- were developed in relation to consumer goods

- ☐ Tourism
- ☐ Sociology
- ☐ Marketing
- ☐ Business

Q74 Which of the following elements is not a function of marketing?

- ☐ Add value
- ☐ Reduce wastage
- ☐ Cust costs
- ☐ Impair effectiveness

Q75 An organizatio has to create, produce and eliver goods and services that customers value and want at prices which are relatively attractive

- ☐ Producer
- ☐ Organization
- ☐ Firm
- ☐ Cooperator

Q76 ----- is relevant only when there is freedom of decision on the part of both producers and customers

- ☐ Promotion
- ☐ Production
- ☐ Marketing
- ☐ Publicity

Q77 ----- looks at the decision making processes of both the producer and the customers

- ☐ Marketing
- ☐ Business
- ☐ Advertising
- ☐ Promotion

Q78 ----- links the customers to the target market

- ☐ Business
- ☐ Tourism
- ☐ Marketing
- ☐ Promotion

Q79 An organization procures resources from the environment at a -----

- ☐ Value
- ☐ Cost
- ☐ Production
- ☐ Amount

Q80 ----- are bought by customers to satisfy their needs

- ☐ Services
- ☐ Production
- ☐ Productivity
- ☐ Tourism