Destination Marketing Organisations 1st edition Pike Test Bank

SKU: 9780080443065-TEST-BANK

1 Which of the following is an example of a covert induced image agent in Gartner's (1993) typology?

(A) Word of mouth from a significant other

(B) An advertorial using a celebrity endorsement

(C) Direct marketing

(D) Highway billboard advertising

Answer: (B) An advertorial using a celebrity endorsement

2 The process of managing how, when and in what way you communicate, so that you may ultimately influence the behaviour, attitude and perceptions of those important to you is known as:

(A) Public relations

(B) Publicity

(C) Marcom

(D) All of the above

Answer: (A) Public relations

3 What can occur from many sources, with which the DMO may or may not have had any control, involvement, or even knowledge?

(A) Public relations

(B) Publicity

(C) Marcom

(D) All of the above

Answer: (B) Publicity

4 Which of the following involves inviting key travel intermediaries to visit the destination for a short intensive tour?

(A) Familiarisation

(B) Tourism exchange

(C) Travel trade exhibition

(D) Educational road show seminar

Answer: (A) Familiarisation

5 A _____ stages an intensive schedule of brief meetings between product suppliers and travel intermediaries.

(A) Familiarisation

(B) Tourism exchange

(C) Travel trade exhibition

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(D) Educational road show seminar

Answer: (B) Tourism exchange

6 The notion that the destination experience must be consumed at the place of production, refers to:

(A) Homogeneity

(B) Inseparability

(C) Immovability

(D) All of the above

Answer: (C) Immovability

7 The notion that a consumer must be present for a tourism service to take place refers to what?

(A) Homogeneity

(B) Inseparability

(C) Immovability

(D) All of the above

Answer: (B) Inseparability

8 The underlying purpose of all marketing communication is to:

(A) Enhance awareness of the destination

(B) Stretch the budget

(C) Achieve 'cut-through'

(D) Enhance brand associations

Answer: (D) Enhance brand associations

9 Which of the following is not a tenet of integrated marketing communications?

(A) Developing profitable customer relationships

(B) Stimulating increased one-off sales transactions

(C) Enhancing stakeholder relationships

(D) Developing a cross-functional process

Answer: (B) Stimulating increased one-off sales transactions

10 Which of the following represents a focused proposition?

(A) Utah!

(B) Oh Ohio

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