Hospitality Marketing - Principles and Practices 4th edition Gursoy Test Bank

SKU: 9781032030265-TEST-BANK

Chapter 2

1. **Research does not need to be undertaken before a new hospitality concept is developed because it does not provide any information that underpins the annual marketing plan and marketing campaigns. True or false?**
   A) True
   B) False

2. **Which of the following is NOT one of the purposes of marketing research?**
   A) To inform decision-making
   B) To improve decision-making
   C) To reduce uncertainty
   D) To eliminate bias

3. **The systematic gathering and analysis of data to provide relevant information that aids marketing decision-making is called:**
   A) Marketing information system
   B) Market segmentation
   C) Marketing research
   D) Market identification

4. **Market research is used to describe all of the following EXCEPT:**
   A) The size and structure of a market
   B) Company operating procedures
   C) Market consumption patterns
   D) The socio-demographic profile of consumers

5. **Hospitality managers need relevant, accurate, timely and usable information to make effective decisions that influence the future of the business. True or false?**
   A) True
   B) False

6. **Small, single-unit, owner-operated companies rely on sophisticated marketing information systems to help managers/owners understand the complex environments/markets in which they are operating. True or false?**
   A) True
   B) False

7. **A marketing information system helps marketers to identify trends and plan for the future, utilizing existing data from internal company sources and data collected from external sources and marketing research activities. Which of the following is NOT one of the existing data rom internal company sources?**
   A) Accounts and sales reports
   B) Guest history
   C) Brand perceptions
   D) Customer satisfaction

Information Classification: General

8. **Externally sourced data such as the ones provided in WTO international visitor arrivals, tourist board statistics and Mintel reports are examples of _____.**
   A) Primary data
   B) Secondary data
   C) Global data
   D) Free data

9. **Which of the following is NOT one of the limitations of secondary data?**
   A) The information is not available to competitors
   B) The data has been collected and analysed by another organization that has its own research objectives
   C) The information may not be sufficiently detailed, accurate or relevant
   D) Secondary data and analysis can often be 'dated'

10. **Which of the following is NOT true about primary data?**
    A) Primary data is collected by an organization for a specific purpose
    B) The organization commissioning the research determines the research objectives and research questions
    C) Other organizations may have introduced bias or error into their data due to poor research methods
    D) The data has not been collected or published before

11. **Advantages of primary research include all of the following EXCEPT:**
    A) Results are available to competitors
    B) The ability to frame the research questions to the needs of the organization
    C) Results are current and not dated
    D) The research is confidential to the commissioning organization

12. **Quantitative research includes methodologies such as questionnaires, structured observations or experiments. True or false?**
    A) True
    B) False

13. **Qualitative research aims to:**
    A) Provide counts numbers, in terms of either volume or value
    B) Provide numeric values
    C) Provide a deep understanding of peoples' contextualized behaviour
    D) Provide volume information such as number of customers, passengers, residents, diners, room nights, room occupancy

14. **Any form of content, such as reviews of hospitality experiences, images of food and videos of hotel facilities, that has been posted by users on online platforms such as third-party review sites social media and wikis is called:**
    A) User-generated content
    B) Operator-generated content
    C) Competitor-generated content
    D) Celebrity endorsement

Information Classification: General

15. **Hospitality companies utilize user-generated content through harvesting the most applicable customer comments and then analysing using content/text mining analysis for all of the following reasons EXCEPT:**
    A) Identifying customer sentiments toward their offerings and their competitors' offerings
    B) Identifying problem areas in service delivery and manage online reputation
    C) Identifying their own and competitors' strengths and weaknesses
    D) Identifying their operating costs and revenues

16. **The most common form of sampling error is sample bias, as research has to be based on a representative sample of the population. True or false?**
    A) True
    B) False

17. **Participants in surveys might introduce error in their responses to questions; some people may give answers they think are 'right' or socially acceptable, or deliberately give false answers. This type of error is called:**
    A) Investigator error
    B) Respondent error
    C) Administrative error
    D) Sampling error

18. **This type of surveys involve several companies sharing the costs of the research; the survey is carried out by an independent marketing research agency, collecting data from a common sample.**
    A) Exit surveys
    B) Mystery customer audits
    C) Face-to-face surveys
    D) Omnibus surveys

19. **A company can either carry out its own marketing research, which is called 'in-house' research, or contract out the work to a marketing research agency. Marketing research agencies are more expensive, but as specialists they have the expertise, experience, qualified staff, connections and appropriate technologies to carry out the research professionally. True or false?**
    A) True
    B) False

20. **Formulation of research objectives is one of the last steps in the marketing research process. True or false?**
    A) True
    B) False

21. **Conducting international research presents a range of problems due to the cultural, language and technological differences between countries, including all of the following EXCEPT:**
    A) Translation difficulties
    B) Difficulties in obtaining comparable samples
    C) Differences in the infrastructure that supports research

Information Classification: General

D) Data transfer problems

Information Classification: General