# Multiple Choice

**Chapter 1: Today’s Marketing Environment**

1. Which of the following is NOT a branch in Sadhguru’s portfolio of product offerings?

a. Isha Walks

b. Isha Craft

c. Isha Airlines

d. Isha Life

Ans: C

2. Sadhguru is spreading his tentacles overseas, recently establishing the Isha Institute of Inner Sciences where in the US?

a. Tennessee

b. South Carolina

c. Idaho

d. Georgia

Ans: A

3. Which of the following is NOT a benefit of economic globalization?

a. Economic rewards

b. Opportunities for host communities to benefit from foreign exchange

c. Enhanced livelihoods of destination communities

d. Increased power in the hands of a small number of travel organizations

Ans: D

4. For inbound tourism expenditures, which country is far ahead of all the others?

a. France

b. UK

c. US

d. China

Ans: C

1. Which country spends more on tourism to other countries than any other group?

a. France

b. UK

c. US

d. China

Ans: D

6. Which of the following is NOT an uncontrollable element for international marketers?

a. Research decisions

b. Political instability

c. Economic climate

d. Cultural problems

Ans: A

7. Which of the following is NOT a controllable element for international marketers?

a. Distribution

b. Price

c. Promotion

d. Level of technology

Ans: D

8. In the 2000s, which country was accused of ethnocentrism, the notion that one’s own culture or company knows best how to do things?

a. Russia

b. America

c. UK

d. Canada

Ans: B

9. Knowledge of the customer, and all that it implies for management decisions, is generally referred to as:

a. consumer or marketing orientation

b. international marketing

c. tourism and hospitality marketing

d. customer service

Ans: A

10. The text suggests that airlines from what part of the world are shaking up the North American market by offering high-quality service at lower prices?

a. Australia

b. Far East

c. Persian Gulf

d. All of the above

Ans: C

11. Royal Caribbean’s Harmony of the Seas was the world’s largest cruise ship in 2016. How many passengers could it carry?

a. 3,780

b. 6,780

c. 9,780

d. 780

Ans: B

12. Which recent acquisition is set to shake up the hotel sector?

a. The purchase of Starwood Hotels by Marriott International

b. The purchase of Hilton by Marriott International

c. The purchase of Starwood Hotels by Hilton

d. The purchase of Marriott International by Starwood Hotels

Ans: A

13. Why are events so important for tourism destinations?

a. Events are a great anchor for attracting tourism

b. Events can help in improving a place’s image

c. Events are an occasion to celebrate local culture and interact within the community

d. All of the above

Ans: D

14. The case study on the Bonnaroo Music & Arts Festival suggests that the festival employs which of the following digital marketing techniques?

a. establishing relationships with bloggers to stimulate excitement for the concerts

b. leveraging social media sites such as Facebook and Twitter to achieve maximum exposure

c. exploring mobile technology

d. all of the above

Ans: D

15. In 2012, Bonnaroo announced its musical lineup on:

a. Spotify

b. Facebook

c. Twitter

d. Its website

Ans: A

16. Which of the following is NOT part of the microenvironment?

a. the organization itself

b. marketing channel firms

c. customer markets

d. competition

Ans: D

17. Which of the following is NOT a major force in a company’s macroenvironment?

a. demographic forces

b. geological forces

c. economic forces

d. technological forces

Ans: B

18. At the time of writing, the British Foreign Office was advising against journeys to all, or parts, of more than 60 countries. The majority of these were where?

a. The Far Est

b. Australasia

c. Africa or the Middle East

d. North America

Ans: D

19. Myanmar’s “Let The Journey Begin” branding campaign focused on:

a. the hotels and restaurants in the country

b. Myanmar’s rich cultural heritage

c. the beaches

d. the country’s nature

Ans: B

20. Myanmar’s “Let The Journey Begin” branding campaign used which of the following communication techniques to expose the new brand?

a. Travel trade shows

b. Television commercials

c. Printed materials

d. All of the above

Ans: D