

4867-003

Level 1 Business Aspects of International Tourism 1

Written MC Test

SAMPLE PAPER

You should have the following for this examination

- a multiple-choice answer sheet
- a pen with black or blue ink

This question paper is the property of the City and Guilds of London Institute and is to be returned after the examination.

Read the following notes before you answer any questions

- You **must** use a pen with black or blue ink to complete **all** parts of the answer sheet.
- Check that you have the correct answer sheet for the examination.
- Check that your name and candidate details are printed correctly at the top of your answer sheet.
- Inform the invigilator if your name or examination details are not correct.
- Each question shows **four** possible answers (lettered 'a', 'b', 'c' and 'd'); only **one** is correct.

Decide which **one** is correct and mark your answer on the **answer sheet** with your pen.

For example if you decide 'c' is correct, mark your answer like this

1	a	b	c	d
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If you want to change your answer, cancel your first choice by filling in the lower half of the box like this

1	a	b	c	d
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Then mark the answer which you have now decided is correct.

- Any calculations or rough working can be done on this paper.
- Attempt all questions. If you find a question difficult, leave it and return to it later.

1 Which one of the following would a visitor **best** be advised to visit for information on attractions when arriving in a destination?

- a Library.
- b Travel agent.
- c Tour operator.
- d **Tourist information office.**

2 A person who is employed to provide specialist information on a tourism attraction is a

- a courier
- b **guide**
- c representative
- d tour leader

3 Which one of the following is the **best** way for a hotel to welcome a visitor?

- a **By providing someone to meet and greet them.**
- b By handing out various brochures and leaflets.
- c By putting a 'Welcome' board in reception.
- d By leaving a message in their bedroom.

4 Which one of the following is the **best** method of ensuring a telephone message has been taken correctly?

- a Asking the customer to repeat the message.
- b Checking the message by repeating it back to the customer.
- c **Writing down the message while the customer is talking.**
- d Recording all messages on an answer machine.

5 The advertising principle AIDA stands for

- a Attention, Interest, Desire, Alertness
- b Attention, Invest, Desire, Action
- c **Attention, Interest, Desire, Action**
- d Attention, Interest, Design, Alertness.

6 Tour Operators invite Travel Agents to promotional events **mainly** to

- a increase sales of their holidays
- b **inform Agents of new products**
- c as a thank you for the Agent's support
- d offer cheap holidays.

7 Which one of the following stages involves the evaluation of the launch of a product?

- a Before the produce is launched.
- b **Immediately, after the produce is launched.**
- c During the planning stage.
- d When the product is on sale.

8 Which organisation does a Tour Operator need to satisfy on a query over a brochure?

- a **Trading Standards Office.**
- b Chamber of Commerce.
- c Local Magistrate Court.
- d Association of British Travel Agents.

9 The **best** type of holiday for young families is

- a a tour of Scottish castles
- b **a holiday centre with activities**
- c a weekend in Paris
- d a coach tour to Spain.

10 Which two of the following are **key** elements for an effective visual presentation?

- 1 Location.
- 2 Catering.
- 3 Volume of sales.
- 4 Level of participation.

- a 1 and 2.
- b 2 and 3.
- c 3 and 4.
- d **1 and 4.**

11 Which one of the following is a component of the marketing mix?

- a Needs.
- b Wants.
- c Service.
- d **Price.**

12 Which one of the following is the **main** consideration when preparing the content of a presentation?

- a Size of the audience.
- b Capacity of the venue
- c **Presentation is appropriate for audience.**
- d Cost of the presentation.

13 Which **two** of the following are **key** principles of the marketing function?

- 1 Influencing customers.
- 2 Raising product awareness.
- 3 After sales service.
- 4 Selling the product to customers.

- a **1 and 2.**
- b 2 and 3
- c 3 and 4
- d 1 and 4.

14 Misrepresentation in advertising materials will **most** likely have

- a environmental implications
- b legal implications**
- c social implications
- d cultural implications.

15 How might a reliable check be made on specific customers' comments on a survey regarding holidays?

- a Follow up questionnaire.**
- b Telephone calls.
- c Visits to customers.
- d Discussions with the tour guide.