



ELIZADE UNIVERSITY
ILARA-MOKIN, ONDO STATE, NIGERIA

FACULTY: HUMANITIES, SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT: TOURISM AND HOSPITALITY MANAGEMENT
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION
COURSE CODE: HTM 417
COURSE TITLE: PUBLIC RELATIONS AND ADVERTISING IN TOURISM
DURATION: 2 Hours

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HOD'S SIGNATURE

SECTION A (NON ESSAY TYPE)

Multiple Choice Questions/Fill in the Gap Questions/ True or False Questions. 60 Questions at 1/2 (0.5) mark each.

Total Marks for Section A: 30 Marks

SECTION B (ESSAY TYPE)

Written essays, definitions, description of concepts etc. 4 Questions, answer 3. 10 Marks each.

Total Marks for Section B: 30 Marks

TOTAL MARKS FOR EXAMINATIONS: 60 MARKS.

Section A (Answer all questions)

Each Question carries ½ Mark.

1. The management process responsible for identifying, anticipating and satisfying customer requirements profitably is
 - a. Advertising
 - b. Marketing
 - c. Public Relations
 - d. Branding

2. A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others is
 - a. Advertising
 - b. Marketing
 - c. Public Relations
 - d. Branding

3. An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders is
 - a. Advertising
 - b. Marketing
 - c. Public Relations
 - d. Branding

4. Marketing is based on a concept known as
 - a. "value proposition" and "marketing offer"
 - b. Advertising and Public Relations
 - c. Market and Marketer
 - d. Buying and selling

5. The benefits which an organization put forwards to satisfy consumer's needs is
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Advertising

6. The combination of products, services and experiences put together to satisfy the needs and wants of consumers is the
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Advertising

7. When the consumer decision is favourable, an exchange or transaction occurs whereby the Consumer and the Marketer trade values in response to
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Advertising

8. The management process responsible for identifying, anticipating and satisfying customer requirements profitably in the Hospitality industry is
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Hospitality Marketing

9. Any economic activity where an immaterial exchange of value occurs can be described as a
 - a. Goods
 - b. Marketing offer

- c. Service
d. Advertising
10. In a service, the economic activity is
- Intangible
 - Non-durable (not stored)
 - Does not result in ownership.
 - All of the above
11. Service quality is an assessment of conformity between customer or clients expectation (E) and
- service delivery or Performance (P)
 - The mathematical expression $SQ = P - E$
 - Service failure
 - Waiting service
12. The measure of how the products or services supplied meet or surpass customer expectation is
- Service quality
 - Service failure
 - Customer satisfaction
 - Service performance
13. The sum total of all the buyers and sellers in the area or region under consideration is the
- Market
 - Service
 - Goods
 - Clients
14. The following are modes of marketing communication except
- Courtesy visit
 - Advertising
 - Public relations
 - Direct selling
15. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is
- Value proposition
 - Marketing offer
 - Public relations
 - Advertising

16. The following are methods of advertising except
 - a. print ads in newspapers and magazines
 - b. radio spots and television commercials
 - c. Online ads.
 - d. Public relations
17. Advertising can be expensive; it imposes additional cost on the business.
 - a. True
 - b. False
18. According to Kotler (2009), a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade might be
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Sales Promotion
19. Sales promotions seek to provide an incentive to consumers, typically to purchase a product or increase interest in a brand.
 - a. True
 - b. False
20. Discount pricing, samples and coupons are common types of
 - a. Value proposition
 - b. Marketing offer
 - c. Public relations
 - d. Sales Promotion
21. Promotions that employ discount pricing do not run the risk of reducing the perceived value of the product.
 - a. True
 - b. False
22. Sales promotion does not reduce the profit per item sold.
 - a. True
 - b. False
23. According to Kotler (2009), the use of consumer-direct channels to reach and deliver goods and services to customers without using marketing middlemen is.
 - a. Value proposition
 - b. Marketing offer
 - c. Direct Marketing
 - d. Sales Promotion

24. Direct marketing aims to elicit an immediate response of some kind in precisely targeted recipients
- True
 - False
25. Marketing messages may take the form of
- Physical mail
 - Telemarketing calls
 - Email.
 - All of the above
26. Marketing messages are not usually very cost-effective.
- True
 - False
27. Which of the following statements about events are not true
- Events are the company sponsored activities and programs that are created to improve and encourage daily interactions.
 - Events provide a way to introduce a product or service in a context that targets specific consumers while enhancing the odds of the brand sticking in the memory with an experience.
 - Events that include celebrities often yield free publicity and, by proxy, free advertising.
 - All of the above
28. According to Kotler (2009), a program designed to promote or protect a company's image or its individual products is called
- public relations and publicity
 - Image making
 - Branding
 - Advertising
29. The management and development of beneficial relationships between an organization and public segments is the focus of
- Advertising
 - Marketing
 - Public relations
 - Press briefing
30. Which of the following is not a public
- stock owners
 - the media
 - customers.
 - None of the above

38. The r
str
31. Which of the following is part of Public Relations activities?
- press release
 - press conference
 - press briefing
 - All of the above
32. Placing a salesperson in the room with a potential or existing customer to answer questions and highlight the benefits of a product is
- Personal Selling
 - Network marketing
 - Sales marketing
 - Public relations
33. When you pay to support another organization's activities, you create a
- Sales
 - Personal selling
 - Sponsorship.
 - Network
34. A road map that the Marketing department of a company developed to bring the product and services it wants to the market is called
- Marketing plan
 - Personal selling
 - Sponsorship.
 - Network
35. The Marketing department devise a marketing plan based on the following except
- Budget
 - Market research it conducts.
 - Customer service
 - All of the above
36. The marketing plan needs to match the company's
- overall mission
 - strategic objectives.
 - A and b
 - None of the above
37. The macro-environmental forces considered in developing a marketing plan includes:
- Demographic factors
 - Economic factors
 - Family factors
 - a and b

38. The broad characteristics of people that make up any geographic unit of analysis as nation, state, region, or country is the
- Demographic factors
 - Economic factors
 - Family factors
 - a and b
39. Demographic Indicators include
- Population size,
 - Density
 - age structure
 - All of the above
40. Which of the following is not a tool of public relations
- Media relations
 - Advertorials.
 - A and B
 - Recruitment
41. The public referred to in public relations includes:
- Employees
 - The news media
 - A and b
 - None of the above
42. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is
- Advertising
 - Public relations
 - Media relations
 - Marketing
43. Marketing environment is divided into
- Micro environment and macro environment
 - Minimum and maximum environment
 - Immediate and distant environment
 - A and b above

44. Any group that has an actual or potential interest in or impact on an organization ability to achieve its objectives is called
- Shareholder
 - Public
 - Investor
 - A and B
45. The goods and services combination the company offers to the target market is
- Produce
 - Price
 - Product
 - Public
46. The amount of money customers must pay to obtain the product is the
- Produce
 - Price
 - Product
 - Public.
47. Activities that communicate the merits of the product and persuade target customers to buy it are called
- Promotion
 - Price
 - Product
 - Public.
48. Which of the following is not part of the Product mix
- Variety
 - Quality
 - Allowance
 - Features
49. Which of the following is not part of the Price mix
- Credit terms
 - Discount

- ality to
- c. Allowance
 - d. Features

50. Which of the following is not part of the Promotion mix

- a. Personal Selling
- b. Advertising
- c. Public relations
- d. Features

51. Which of the following is not part of the Place mix

- a. Coverage
- b. Location
- c. Allowance
- d. Channels

52. Which of the following is not part of the extra 4Ps that make up the 8Ps in the marketing mix

- a. Promotion
- b. Partnerships
- c. Packaging
- d. Programming

53. A marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company.

- a. Branding
- b. Partnerships
- c. Packaging
- d. Programming

54. There are many areas that are used to develop a **brand** including

- a. Advertising
- b. Customer service
- c. Promotional merchandise
- d. All of the above

55. Which of the following is a step to building a successful brand
- Define how you want to be perceived.
 - Organize your business based on this promise.
 - A and b.
 - None of the above

56. Which of the following is known for buying airtime or space
- Advertising
 - Public relations
 - Word of mouth
 - None of the above

57. Which of the following is associated with relatively high message acceptance
- Advertising
 - Jingles
 - Public relations
 - Newspaper ad

58. Which of the following gives you little control of message
- Marketing
 - Advertising
 - Word of mouth
 - Public relations

59. Which of the following is associated with both long term and short term objective
- Public relations
 - Advertising
 - Sales pitch
 - Word of mouth

60. What is the quality of a service rated in percentage if the customer expectation is 80% and the performance is 20%
- 60%
 - 60%
 - 100%
 - 100%

SECTION B (ESSAY TYPE)

(Answer any 3 questions)

Each Question carries 10 marks each

- Briefly discuss any 5 publics to be considered by a new tourism destination manager at smoking hills resort (10 Marks)
- 2a. State any 5 functions of the public relations department of a tourism destination management firm. (5 marks)
- b. Write short notes on any 5 media of Public relations (5 marks)

3a. List five reasons why advertising is necessary (5 marks)

b. Advertising can be classified by primary purpose into three categories. Discuss (5 marks)

4a. Write short notes on the five fundamentals of advertising success (5 marks)

b. List any five modes of marketing communication and state appropriate examples of each. (5 marks)

5) Write short notes on the following concepts.

a. Service Quality b. Value proposition c. Marketing offered. Marketing plan e. Demographic factors (10 marks)