***Marketing for Hospitality and Tourism, 8e, Global Edition* (Kotler)**

**Chapter 1 Creating Customer Value and Engagement Through Marketing for Hospitality and Tourism**

1) The social and managerial process by which individuals and groups obtain what they need through creating and exchanging products and value with others is called:

A) Economics

B) Marketing

C) Sales

D) Commerce

Answer: B

2) Marketing mix elements include all of the following EXCEPT:

A) Marketing information systems

B) Price

C) Promotion

D) Distribution

Answer: A

3) Which is NOT a purpose of marketing in a customer-centered firm?

A) To generate customer value

B) To maximize customer satisfaction

C) To improve relationship marketing

D) To maximize company revenue

Answer: B

4) Instead of simply being defined as "freedom from defects," QUALITY should be defined:

A) In terms of total sales

B) In terms of employee satisfaction

C) In terms of product specifications

D) In terms of customer satisfaction

Answer: D

5) Relationship marketing is a process where marketers work at building relationships with customers, distributors, dealers and:

A) Suppliers

B) Competitors

C) Managers

D) Trade associations

Answer: A

6) When backed by buying power, wants become:

A) Demands

B) Desires

C) Satisfied

D) Needs

Answer: A

7) Building strong economic and social ties with customers by delivering high-quality products and services is the foundation of:

A) Total quality management

B) Return on quality

C) Relationship marketing

D) The manufacturing concept

Answer: C

8) When hotel management establishes no-smoking floors, bar managers no longer allow happy hours with free drink specials, and resort managers eliminate pollution from their properties, the \_\_\_\_\_\_\_\_ concept is being employed.

A) Societal marketing

B) Marketing

C) Manufacturing

D) Product

Answer: A

9) A \_\_\_\_\_\_\_\_ is anything that can be offered to a market to satisfy a want or need.

A) Service

B) Concept

C) Choice set

D) Product

Answer: D

10) A \_\_\_\_\_\_\_\_ is a state of felt deprivation.

A) Need

B) Demand

C) Want

D) Desire

Answer: A

11) It is wise to assess the customer's \_\_\_\_\_\_\_\_ value and take appropriate actions to ensure a customer's long-term support.

A) Money

B) Long-term

C) Intrinsic

D) Market

Answer: B

12) Which of the following is NOT part of the four-p framework of marketing?

A) Product

B) Pricing

C) Placement

D) Promotion

Answer: C

13) The two main industries that comprise the activities we call tourism are:

A) The restaurant and cruise industries

B) The hotel and restaurant industries

C) The hospitality and marketing industries

D) The hospitality and travel industries

Answer: D

14) The most basic concept underlying marketing is that of:

A) Understanding

B) Buying power

C) Needs

D) Customer

Answer: C

15) One of the biggest nonmonetary costs for hospitality customers is:

A) Sentiments

B) Resources

C) Energy

D) Time

Answer: D

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A) Sentiments

B) Resources

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D) Time

Answer: D

17) \_\_\_\_\_\_\_\_ is the act of obtaining a desired object from someone by offering something in return.

A) Marketing

B) Transaction

C) Exchange

D) Sales

Answer: C

18) A company's \_\_\_\_\_\_\_\_ is the set of benefits or values it promises to deliver to consumers to satisfy their needs.

A) Mission statement

B) Quality proposition

C) Value Proposition

D) Value Promise

Answer: C

19) The \_\_\_\_\_\_\_\_ describes a channel that stretches from raw materials to components to final products that are carried to final buyers.

A) Production cycle

B) Supply chain

C) Product marketing

D) Product placement

Answer: B

20) \_\_\_\_\_\_\_\_ are highly loyal but not very profitable.

A) Strangers

B) Butterflies

C) True Friends

D) Barnacles

Answer: D

21) \_\_\_\_\_\_\_\_ involves organizations interacting with guests to create experiences through this interaction.

A) Co-creation

B) Sharing economy

C) Customer equity

D) Partner relationship management

Answer: A

22) All of the following are examples of digital marketing EXCEPT:

A) Social media

B) Mobile

C) Online

D) Telemarket

Answer: D

23) Organizations want to make continuous relationship investments to delight these customers and engage, nurture, retain, and grow them.

A) Butterflies

B) Strangers

C) True friends

D) Barnacles

Answer: C

24) Some companies resist environmental and social responsibility movements until forced by legislation or organized consumer outcries.

Answer: TRUE

25) Mobile marketing is the fastest-growing digital marketing platform.

Answer: TRUE

26) The sharing economy is not new to the hospitality industry, however, there has been a recent surge due to higher accessibility through technological advancements.

Answer: TRUE

27) Sharing economy accommodations are highly regulated to protect travelers similar to other sectors of the hospitality industry/. For example, high taxes are collected on sharing economy accommodations to help support the promotion of tourism and tourism infrastructure.

Answer: FALSE

28) The simplest definition of marketing is delivering customer satisfaction at a profit.

Answer: TRUE

29) There is no current evidence to suggest long-term customers are more profitable than new customers.

Answer: FALSE

30) The two main industries that comprise what we call tourism are the hospitality and attraction industries.

Answer: FALSE

31) A market is only the set of actual, not potential, buyers who have transacted with a seller.

Answer: FALSE

32) "Quality" could be defined as the features and characteristics of a product that bear on its ability to satisfy customer needs.

Answer: TRUE

33) The practical definition of a marketing manager is one of a person focused entirely on finding enough customers to buy the company's current output.

Answer: FALSE

34) In choosing among products, the guiding principle of most consumers is customer value – the most benefit for the price.

Answer: TRUE

35) The hospitality industry is the second largest employer in the United States.

Answer: TRUE

36) Define *marketing*. How does this definition differ from the general perception of marketing?

Answer: Answers will vary.

37) Explain a marketer's value proposition.

Answer: Answers will vary.

38) Describe each of the five marketing management orientations and identify which of these appears to be best for society.

Answer: Answers will vary.

39) What is the key to lasting customer relationships? How is this linked to higher lifetime value and increased customer equity?

Answer: Answers will vary.

40) Illustrate with example the concept of customer equity.

Answer: Answers will vary.