Question **41**

Not yet answered

Marked out of 1.00

Identify the incorrect statement about advertisement;

Select one:

- a. Advertising can be used to build short image
- b. It can reach masses of geographically dispersed buyers at a low cost per buyer
- c. The audience does not feel that it has to pay attention or respond

Question **42**

Not yet answered

Marked out of 1.00

One of the following is not the advantage of management contract operating company

Select one:

- a. Little or no up-front financing or equity involved
- b. Manage the property for the contract period such as five, ten or twenty years
- c. Receive a management fee during the contract period

Question **43**

Not yet answered

Marked out of 1.00

_____is a voluntary group of independent businesses or other organizations joined together for a common purpose.

Select one:

- a. Hotel representatives
- b. Consortium
- c. Specialists
- d. Tour operators

Question **44**

Not yet answered

Marked out of 1.00

Of the following specialist marketing which one serve the casino industry as an intermediary for premium players?

Select one:

- a. Motivational houses
- b. None of the above
- c. Junket reps
- d. Tour brokers

Question **45**

Not yet answered

Marked out of 1.00

_____ hotels are located in picturesque, sometimes remote settings.

Select one:

- a. Convection
- b. Motel
- c. Resort Hotels
- d. Commercial

Question **46**

Not yet answered

Marked out of 1.00

_____ can be described as the service of food and drink at a specific time and place, to a given number of guests at a known price. Banquet is a term used to describe a large formal occasion.

Select one:

- a. Bar
- b. High tea
- c. Banquet
- d. Russian service

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