**Chapter 11: Promoting customer service internally and externally**

1. Integrated marketing communications refers to:

*A: The unification of all marketing communications tools, corporate and brand messages.*

*B: The unification of marketing communication with respect to a target audience.*

*C: The integration of media outlets to deliver a consistent, persuasive message.*

*D: The integration of communication platforms with respect to brand messaging.*

*E: Integrating disparate target audiences by means of effective communications.*

Answer: A

2. The need for tourism and hospitality organizations to create a unique brand identity is important:

*A: Given the increasingly competitive global marketplace*

*B: For ensuring organizations create a unique identity*

*C: For differentiating organizations from their competitors*

*D: For creating brand value for consumers*

*E. All of the above*

Answer: E

3. The first stage in brand building should comprise:

*A: Evaluation of market performance*

*B: Analysis of consumers and key competitors*

*C: Review of marketing budgets*

*D: Development of brand identity*

*E. All of the above*

Answer: B

4. Effectively communicating a brand amounts to:

*A: Translating the brand ‘personality’ into a coherent message*

*B: Reinforcing brand values*

*C: Creating a consistent brand style*

*D: Ensuring a consistent message and approach*

*E. All of the above*

Answer: E

5. Research has shown that a favorable attitude towards a service brand is best achieved by appealing to a consumer’s:

*A: Service preferences*

*B: Mental processes*

*C: Emotional responses*

*D: Budget considerations*

*E: Sense of loyalty*

Answer: C

6. A popular strategy for communicating the promise of good customer service within the service industry has been crafting advertisements that feature:

*A: Favorable reviews*

*B: Satisfied customers*

*C: Loyalty programs*

*D: Employees*

*E: All of the above*

Answer: D

7. According to Zeithaml et al. (2007) managing service promises include the following steps EXCEPT:

*A: Setup of effective services advertising*

*B: Coordinating external communications*

*C: Offering service guarantees*

*D: Keeping promises realistic*

*E: Delivering promises at least partially*

Answer: E

8. Which entrepreneur profiled in the opening case study, understands the importance of touching emotions and getting into the consumer psyche, and promote experiences as opposed to physical attributes?

*A: Issam Chabaa*

*B: Isadore Sharp*

*C: Bruce Poon Tip*

*D: Arne Sorensen*

*E: Andrew Dunn*

Answer: A

9. A relatively new form of communication exemplified by BMW’s online short film series blurs the lines between advertising and public relations and is referred to as:

*A: Product placement*

*B: Branded entertainment*

*C: Media relations*

*D: Relational entertainment*

*E: Entertain-advertisement*

Answer: B

10. According to Barwise & Meehan (2010), the Virgin Atlantic Airways (VAA) customer promise incorporates which of the following:

*A: Fun and informality*

*B: Innovations*

*C: Honesty and value*

*D: A caring attitude*

*E: All of the above*

Answer: E

11. An ethical consideration with respect to product placement is the lack of overt messaging and concerns that this leads to a form of:

*A: Free advertising*

*B: Product favoritism*

*C: Deception*

*D: Confusion*

*E: All of the above*

Answer: C

12. One unethical practice particularly prevalent in the online environment for the hotel industry involves inaccurate:

*A: Hotel reviews*

*B: Room rate listings*

*C: Location specifications*

*D: Hotel photos and descriptions*

*E: Staff profiles*

Answer: D

13. To be effective, marketing communications about customer services must accurately reflect which of the following:

*A: What customers will actually receive in service encounters*

*B: Market demand for services rendered*

*C: What customers would like to receive in service encounters*

*D: Market prices for services rendered*

*E: All of the above*

Answer: A

14. Tourism and hospitality organizations are beginning to realize that promoting their ethical stance can be good business as it potentially enhances:

*A: Profits*

*B: Management effectiveness*

*C: Public image*

*D: Employee relations*

*E: All of the above*

Answer: E

15. The image of a bright-red Virgin-branded carton of eggs making its way around a luggage carousel to underscore Virgin Atlantic’s commitment to handling customer belongings with care, represents which of the following:

*A: Repositioning of the brand*

*B: A publicity stunt*

*C: A sales promotion*

*D: A form of deception*

*E: A practical joke*

Answer: B