Chapter 12

1. What is the main theme of Rick’s Café in Casablanca?

A) A modern fine dining restaurant
B) A traditional Moroccan tea house
C) A recreation of the bar from the movie *Casablanca*\*
D) A live music concert venue

2. What challenge does Rick’s Café face regarding its dress code?

A) Customers refuse to dress formally
B) Some customers get upset when denied entry for wearing inappropriate attire\*
C) The staff does not enforce it strictly
D) The local government regulates dress codes

3. Why do many customers visit Rick’s Café?

A) For the innovative cuisine
B) For the theme and nostalgic experience\*
C) For its celebrity chef
D) For its Michelin star rating

4. What is integrated marketing communications (IMC)?

A) A method of reducing advertising expenses
B) A system for automating customer service responses
C) The coordination of all marketing messages to create a unified brand experience\*
D) A social media-only advertising strategy

5. Why is it important to manage service promises?

A) To increase product pricing
B) To create unrealistic expectations
C) To align customer expectations with actual service delivery\*
D) To focus only on marketing rather than service quality

6. What key mistake should businesses avoid in marketing communications?

A) Under-promising and over-delivering
B) Over-promising and under-delivering\*
C) Not advertising at all
D) Focusing only on digital ads

7. What role does branding play in hospitality?

A) It is unnecessary for customer loyalty
B) It differentiates a company from its competitors\*
C) It only applies to luxury hotels
D) It limits customer engagement

8. Which hotel brand is given as an example of strong global branding?

A) Best Western
B) Holiday Inn
C) Mövenpick Hotels\*
D) Airbnb

9. What is the first step in building a strong brand?

A) Launching an international advertising campaign
B) Analyzing the current market and competitor positioning\*
C) Offering discounts to new customers
D) Creating a loyalty program

10. What is a key element in successful brand communication?

A) Using complex messaging to attract high-end customers
B) Changing the brand identity frequently
C) Consistently reinforcing brand values across all communication channels\*
D) Focusing only on print advertisements

11. What strategy did Delta Airlines use to promote customer service?

A) Offering discounts on delayed flights
B) Bringing back “Red Coats” for personalized service\*
C) Reducing customer interactions
D) Eliminating loyalty programs

12. What message does Seabourn’s tagline "Clairvoyance is a job requirement" convey?

A) Employees are expected to read customers’ minds
B) The cruise line does not value customer input
C) Employees anticipate guest needs before they ask\*
D) Guests must book excursions in advance

13. What was the focus of Tourism Fiji’s "Happy Passports" campaign?

A) Promoting adventure tourism
B) Showcasing luxury resorts
C) Highlighting the warmth and happiness of Fijians through employees’ interactions\*
D) Encouraging solo travel

14. What does coordinating external communication help businesses achieve?

A) Reducing marketing expenses
B) Eliminating customer complaints
C) Creating a consistent and persuasive brand message\*
D) Avoiding customer expectations

15. What marketing approach did Westin Hotels use with New Balance?

A) A TV-only ad campaign
B) Partnering with luxury brands for exclusive packages
C) Providing fitness gear to guests and promoting it across multiple platforms\*
D) Offering discounts for fitness enthusiasts

16. How did Melbourne Tourism engage customers before they visited?

A) Through traditional print ads
B) By offering free tickets
C) By launching the "Remote Control Tourist" campaign, where users controlled real explorers\*
D) By using only word-of-mouth marketing

17. How did Royal Caribbean’s “Ultimate World Cruise” gain viral fame?

A) Through traditional TV advertisements
B) By passengers sharing experiences on TikTok, making it a social media sensation\*
C) By hosting a celebrity on board
D) By offering record-low ticket prices

18. What is the primary risk of unrealistic marketing promises?

A) Increased brand loyalty
B) More customer engagement
C) Customer frustration and loss of trust\*
D) Higher advertising revenue

19. Why is internal communication crucial for service marketing?

A) It helps employees memorize slogans
B) It eliminates customer complaints
C) It ensures that service employees understand and deliver the brand’s promises\*
D) It reduces the need for training programs

20. What is the role of Southwest Airlines’ "Culture Committee"?

A) To create financial reports
B) To enforce strict policies
C) To promote the company’s unique culture among employees\*
D) To manage social media complaints

21. Why do tourism businesses apply for industry awards?

A) To increase the price of services
B) To replace traditional marketing
C) To build credibility and attract customers\*
D) To limit competition

22. What makes product placement in marketing controversial?

A) It is always ineffective
B) It can be perceived as hidden advertising without proper disclosure\*
C) It is banned in most countries
D) It only works for luxury brands

23. Why did Four Seasons hotels benefit from *The White Lotus* series?

A) The show promoted competitor hotels
B) The series showed hotel staff being rude
C) It increased interest and bookings at featured properties\*
D) The show depicted negative travel experiences

24. What was unique about the Isha Yoga Center’s branding approach?

A) It only targeted Indian travelers
B) It avoided using social media
C) It promoted spiritual tourism with a mix of wellness programs and social responsibility efforts\*
D) It limited customer engagement

25. Why is corporate social responsibility (CSR) beneficial in hospitality marketing?

A) It only benefits local communities
B) It enhances brand reputation and customer trust\*
C) It increases operational costs without benefits
D) It reduces employee motivation