1. Which one of the following is the **main** reason why some rides at visitor attractions impose height restrictions?
   a  Health and safety reasons.
   b  Financial reasons.
   c  Government legislation.
   d  Lifestyle issues.

2. Which one of the following is **most** likely to provide a customer with a positive first impression of a travel agency?
   a  A tidy, well-organised office.
   b  Knowledgeable staff.
   c  Flexible opening times.
   d  Large choice of brochures.

3. Written communication can be more effective than spoken communication because it
   a  always presents a clearer image
   b  is less likely to be misunderstood
   c  always provides a permanent record
   d  is quicker and easier.

4. Which one of the following actions should a tour guide take **first** to effectively communicate with a group of tourists?
   a  Speak loudly to attract attention.
   b  Gather the group together before speaking.
   c  Give out leaflets that summarise the speech.
   d  Speak in a variety of different languages.

5. Which one of the following is the **main** reason why travel agents use window displays?
   a  Attract passing trade.
   b  Fill empty space.
   c  Promote a particular destination.
   d  Satisfy head office requirements.
6. A logo is **best** described as a
   a) product
   b) phrase identifying a company
   c) campaign
   d) symbol identifying a product.

7. Which one of the following is the **main** consideration when booking a presentation venue?
   a) Content of the presentation.
   b) Size of the audience.
   c) Timing of the presentation.
   d) Audience participation.

8. Which one of the following is a component of the marketing mix?
   a) Needs.
   b) Wants.
   c) Service.
   d) Price.

9. When contacting previous customers, a direct mail out is a valuable method of promotion because it is
   a) cheap
   b) quick
   c) targeted
   d) persuasive.

10. A deliberately false description of a holiday package in a travel brochure is **most** likely to have
    a) environmental implications
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