

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. According to Hudson and Ritchie (2009), destinations in areas including Las Vegas, Australia and Canada demonstrate a shift from promoting products and service to a focus on:

A: Promoting experiences

B: Customer appreciation

C: Loyalty programs

D: Promoting savings

E: Highlighting travel benefits

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. According to Lovelock and Wirtz (2007) an 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. In 2006, Four Seasons published a white paper entitled "The Power of Personal Service" (Talbot, 2006) which suggests success depends on:

A: Employees providing genuine service

B: Defining service standards that are meaningful

C: Maintaining a unique service culture

D: Employees providing innovative service

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