

public

[HCM305] The _____ stage witnessed the emergence of what Stanton calls
“Hard sell”
sales

[HCM305] Tourism ____ is viewed as a process which involves development suitable
tourist services
marketing

[HCM305] When competition is pure, many competitors offer the same
price

[HCM305] ____ stems from the fact that services are performances.
inseparability

[HCM305] Sales and marketing must therefore start with identifying their
need

[HCM305] Hotels normally record the names, address, date of arrival, and number of
rooms allocated to a
guest

[HCM305] Purchasing power emanates from _____ major factors
four

[HCM305] Sales and marketing is a _____function of any business organization
primary

[HCM305] _____ is the end-product of a satisfactory service
reward

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