

Consider the table game clientele of a Las Vegas Strip hotel-casino. Which of the following choices best describes the relationship between the player's average bet and the casino's profit margin? Assume profit computations include the cost of discounts.

- A. As the average bet increases, the casino's profit margin steadily increases until the cost of discounts causes a plateau in the profit-margin line
- B. The casino's profit margin increases until players qualify for comps, at which point the profit margin reaches a plateau. From this temporary plateau, the profit curve increases steadily
- C. The casino's profit margin increases until players qualify for comps, at which point the profit margin reaches a plateau. From this temporary plateau, the profit curve increases steadily until the cost of discounts causes its decline\*
- D. Casino profits increase until players qualify for comps, at which point profits decline. From this point, the profit curve increases steadily

In the gaming industry, which of the following choices is least likely to be the cause of line-item management?

- A. Difficult economic conditions
- B. An austerity program
- C. A long-term profit focus\*
- D. A newly-hired CEO, bent on cost cutting

Which of the following choices is least likely to contribute to the inability of gaming executives to effectively measure casino marketing efforts?

- A. Simultaneous influences on gaming volumes
- B. The inability to capture many gaming transactions
- C. A failure to include a measurement scheme in the planning process
- D. A growing reliance on non-gaming amenities\*

Which of the following statements is false, regarding customer service in the gaming industry?

- A. It has become a successful component of the operating culture in most gaming companies\*
- B. The cost of customer service is often easier to calculate than the value or benefit of good customer service
- C. Management touts the importance of friendly service because it doesn't cost anything
- D. It requires a deep and enduring commitment from senior management to succeed, at the organizational level
- E. An organization characterized by a commitment to the customer experience is willing to invest in it

As described in the text, which of the following choices is FALSE, regarding the pattern of many initially successful casino marketing activities?

- A. A successful activity is created
- B. Because of its success, it is replicated too often
- C. The excessive frequency leads to diminished results
- D. Once an activity produces less than acceptable results it is cancelled\*

With regard to the passage addressing casino marketing activity vs. success, which of the following statements is false?

- A. In general, such a view emphasizes quantity over quality
- B. Casino marketers are often pressured to produce changes in business volume
- C. Fortunately, few executives consider activity more valuable than success/results\*
- D. Such a view leads to the execution of many poorly contrived marketing activities