

- 1.1.17 Foreign currencies of the world are identified by the three letter ____ codes.
- A USA
B ACSA
C ISO
D SAP
- C ✓** L1 (1x1)
- 1.1.18 A direct benefit of the multiplier effect includes:
- A Tourists spend money at hotels and attractions.
B Employees spend their salaries on rent.
C Local infrastructure is improved.
D Jobs are created.
- A ✓** L1 (1x1)
- 1.1.19 Tourists can not exchange foreign currencies at:
- A Major hotels
B Foreign exchange bureaus
C Cruise ships
D Shopping malls
- D ✓** L1 (1x1)
- 1.1.20 A country's currency will be become stronger:
- A During an economic upset.
B When investors invest in the country's stock market.
C When the GDP growth slows.
D After a natural disaster.
- B ✓** L1 (1x1)
- (20)

- 1.2 Select the most appropriate word(s) that matches the description. Write only the word/term next to the question number (1.2.1 – 1.2.5), for example 1.2.6 Tourist.

<p>Gateway; Airside; Gate; Carousel; Terminal; Landside; Boarding pass</p>
--

- 1.2.1 The physical area through which passengers move to board the plane. (1x1)
Gate ✓ L1
- 1.2.2 The general public are not allowed in this area of the airport building. (1x1)
Airside ✓ L1
- 1.2.3 This area is accessible for passengers and the general public. (1x1)
Landside ✓ L1
- 1.2.4 An access point through a city, region or country. (1x1)
Gateway ✓ L1
- 1.2.5 The building at the airport which includes the land- and airside. (1x1)
Terminal ✓ L1
- (5)

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Roman Wölfel



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das museum als marke branding als strategisches - Mar 10 2023

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