Multiple Choice Questions
[THM-03]
[**Event Management**]

Unit I
Event Management Fundamentals

Q.No	Question	Answer
1	**Which of the following is not a part of On-Site stage?** a. Register delegates and run 'Help Desk' b. Manage any off-site functions c. Reconcile all revenue and invoices d. Assign staff Registration, Meeting Rooms,	**C**

2	**An event can be described as_____**
	   a. A public assembly for the purpose of celebration, education, marketing or reunion
	   b. A Movie making
	   c. A Video editing
	   d. Attending a large gathering
		A

3	**Events can be classified on the basis of their_____**
	   a. Size, Type and Context
	   b. Location
	   c. Budget
	   d. Chief Guest
		A

4	**Event management is considered one of the strategic_____**
	   a. Entertainment sector
	   b. Message deliver
	   c. Marketing and communication tool Fun
	   d. factor
		C

5	e. **What are the 7 key elements of event management?**
	   a. Event infrastructure, target audience, clients, event organizers, venue, media
	   b. Guest list, target audience, clients, event organizers, venue, media
	   c. Event infrastructure, money, clients, event organizers, venue,
	   d. Event infrastructure, target audience,
		A

6	**The minutes of the shareholder's meeting are to be kept at the ……….office of the company and must be open to inspection.** (A) registered (B) divisional (C) head (D) none	**A**

7	**_____is the customer groups who form the focus of events.**
	   a. Institution
	   b. Target audience
	   c. Organization
		B

	d. Community	
8	**Notifying local residents and businesses of traffic plans is a part of:** a. Traffic Management b. Venue Management c. Audience Management d. Stakeholders Management	**A**
9	**Which department is responsible for the publicity of the event?** a. Hospitality department b. Programme coordination department c. Promotion coordination department d. Equipment department	**C**
10	**What is the major role of Account Planner?** a. Analyzing feedback b. Creating long term relationship with the client c. Planning the event d. None of the above	**B**
11	**Who ensures that the team sticks to the budget of the event?** a. Event Planner b. Event coordinator c. Event Assistant d. None of the above	**A**
12	**The information that event proposals should include** a. Description of the Event b. The proposed event budget c. Venue and facilities offered d. All of these	**D**
13	**Which among the following is not an event planning tool?** a. Maps b. Creative brief c. Models d. Run sheet	**B**
14	**What does Gantt Chart illustrates?** a. Project schedule b. Media plan c. list of volunteers d. list of vendors	**A**
15	**_____protects event planners from a variety of mishaps in an event** a. Event Planning b. Event Insurance c. Liaison Agreement d. Traffic management	**B**
16	**Basic difference between Monitoring and controlling is** a. monitoring is action and controlling is observing b. monitoring is evaluation, controlling is feedback c. monitoring is observing and controlling is taking action d. monitoring is controlling	**C**
17	**Which is a type of auction?**	

	a. Open descending b. Open close c. Sealed price d. Sealed ascending	**A**

18	**Which of the following is not a type of event impacts**
	   a. social impact
	   b. economically impact
	   c. physical impact
	   d. environmental impact
		C

19	**Most important skill for event industry**
	   a. Organizational skills
	   b. Management skills
	   c. Marketing skills
	   d. All of these
		D

20	**Event marketing is**
	   a. a good
	   b. Tangible
	   c. a service
	   d. a product
		C

	Unit – II **Event Planning and related statutory compliances**	

1	**What person in event design help with choosing bands and vendors as well as themes and colors?**
	   a. Event manager
	   b. Event coordinator
	   c. Event administrator
	   d. Event planner
		D

2	**Event staff who work for no pay are called**
	   a. Casual staff
	   b. Volunteer staff
	   c. Part-time staff
	   d. iv) Event staff
		A

3	**What is a private area within a venue?**
	   a. Lobby
	   b. Kitchen
	   c. Restaurant
	   d. Cloakroom
		B

4	**Who is the creative side of the event design industry?** a. Event planner b. Event manager c. Event coordinator d. Event administrator	**B**
5	**Compared to other marketing communications tools, PR is the:**	

	a. Excellent at closing sales b. Worst for generating trust & confidence c. Average for generating trust & confidence d. Best for generating trust & confidence	**C**
6	**Which of the following is incorrect?** a. Sponsorship can make immediate sales b. Carry simple awareness based messages c. Make an interesting association for the audience d. Provide sponsors an opportunity to blend all the tools of the promotional mix	**A**
7	**Which of the following is not a main reason for the growth of sports sponsorship?** a. Its propensity to attract large audiences b. High visibility opportunities c. High feedback opportunities d. Simple segmentation, large audiences who share similar characteristics	**C**
8	**The most popular form of sports' sponsorship is:** a. League b. Event c. Team d. Individual	**A**
9	**Event staff who work for no pay are called:** a. Casual staff b. Volunteer staff c. Part-time staff d. Event staff	**A**
10	**Ensuring that local community stakeholders are supportive of the event is important because:** a. It helps the smooth running of the event b. It is a legal requirement c. It helps to attract local participants d. It discourages participants from outside of the community	**C**
11	**CII is the common platform for Industries in India and Indian Government. Full form of CII –** a. Confederation of Indian Industry b. Confederation of Industry Indian c. Commercial of Indian Industry	**A**
12	**YouTube, Flickr and Facebook are examples of what kind of collaborative media?** a. Social b. Interactive c. Sharing d. New	**A**
13	**promote the exchange of influence and understanding _____** a. among an organization's constituent parts and publics b. so that hostile publics can be silenced c. in an attempt to make sure organizational secrets are not leaked d. when initial attempts to cover up negative news fail	**A**

14	What types of event does product launches fall into a. Competitions b. Corporate events c. Cultural Events d. Depends upon the media	C
15	What types of event does product launches fall into a. Competitions b. Corporate events c. Cultural Events d. Depends upon the media	C
16	What all are assessed and mapped in site selection a. orientation b. All of the above c. ownership d. slope	B
17	What does scope creep refers to a. Inability to achieve the scope b. a gradual expansion of the amount of work to be done c. Useless work to be undertaken during project d. Additional work to be done	C
18	What is used to represent an activity in CPM/PERT a. Circle b. Sequence Number c. None of the above d. Arrow	D
19	Which of the following is not a genre of event management? a. Exhibitions, expositions and fairs b. Hallmark events c. Sports events d. Ad hoc meeting	D
20	Which of the following is not a hallmark event? a. Tour de France b. Bournemouth Air Festival c. Rio Olympic Games d. Australian Formula 1 Grand Prix	B

Unit –III
Conduct of Event:

Q. No	Question	Answer
1	**The most important information a meeting planner can determine prior to an event is:** A. Past events held by the group. B. Expected attendance. C. The budget. D. Group demographics.	C

2	The first area of expertise before becoming a special event consultant is: A. Food and Beverage. B. Catering sales. C. Convention Services Manager. D. Marketing sales.	A
3	Convention center events are usually booked at least: A. Eighteen months in advance. B. Twenty-four months in advance. C. Thirty-six months in advance. D. Five years in advance.	A
4	The mission of the _____ is to educate, advance, and promote the special events industry and its network of professionals along with related industries. A. CVB B. ISES C. IFEA D. CMS	B
5	_____is the second stage in the event planning process. A. Planning B. Research C. Design D. Evaluation	C
6	Inspiring the staff is a good reflection of which type of skill? A. Negotiating B. Leadership C. Project management D. Budgeting	B
7	Which of the following is a not-for-profit organization that is located in almost every city in the United States and Canada? A. MPI B. CSM C. CVB D. CFEE	C
8	Determining where a special event should be held, what the focus should be, and its location helps answer the event planner's questions during which stage of the event planning process? A. Research B. Design C. Planning D. Coordinating	A
9	Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process? A. Research B. Design C. Planning D. Coordinating	C
10	Which of the following is the most popular type of event site used? A. Hotel/resort B. Convention center C. Banquet hall D. Club	A

11	The acronym EMBOK refers to: a. Event Management Body of Knowledge b. Event Marketing Body of Knowledge c. Event Mapping Body of Knowledge d. Event Management Bundle of Knowledge	A
12	MPI refers to: a. Meeting Promotion International b. Meeting Planners International c. Marketing Planners International d. Meeting Productivity International	C
13	Beach Break Live was created for which particular market segment in the UK? a. Business leaders b. Teachers c. Families d. Students	D
14	Which of the following is not a desirable 'legacy' from the Olympic Games? a. New stadia and infrastructure b. Civic pride c. Residential displacement d. New branding opportunities	C
15	Events are frequently organized within destinations to enhance: a. a decrease in visitor numbers b. a reduction in the reliance on historic sites c. breadth of appeal and rejuvenation of the destination product d. engagement with tour operators	C
16	Which is the second stage in the event planning process a. Design b. Planning c. Evaluation d. Research	A
17	Which of the following is an essential prerequisite of MBO? a. Joint goal-setting b. Mid-term review c. Developing reviews d. All of these	D
18	Which tool or technique determine the sequencing of tasks a. work plan b. critical path analysis c. Work break down structure d. activity network diagram	B
19	What does site planning, involves a. All of the above b. land use circulation c. land use zoning d. land use access	A
20	Which is not an required event manager's skill a. Willingness to work long hours b. Knowledge of food and wine pairing c. Ability to close sales d. Negotiating skills	B

Unit – IV
Publicity & Marketing of Event

Q. No	Question	Answer
1	A business that effectively coordinates channel management with marketing activities is more likely to provide A. good customer service. B. attractive product displays. C. free delivery. D. flexible credit terms.	A
2	Which of the following types of business organizations reduces or limits the risk of its stockholders: A. Franchise B. Sole proprietorship C. Corporation D. Partnership	C
3	Which of the following would probably use a longer channel of distribution than the others: A. A bag of oranges B. A printing press C. An airplane D. A bottle of shampoo	D
4	Reach and frequency are aspects of which part of an advertising plan? a. Selection of a copy platform b. Determination of a media timing pattern c. Setting of sequential objectives d. Setting of the campaign budget	B
5	Changing consumer spending patterns is an element of the _____ environment. a. political b. cultural c. demographic d. economic	D
6	What is one disadvantage of a point-of-purchase (POP) promotion display? a. The displays are not seen by enough people. b. It seldom induces impulse buying among the intended audience. c. There is no practical way to audit the "circulation" of the display. d. It is not as efficient as other forms of sales promotion.	C
7	In which stage of the consumer decision process is cognitive dissonance most likely to occur? a. Post-purchase evaluation b. Purchase decision c. Exposure to non-personal influences d. Exposure to interpersonal influences	A
8	Tiny House magazine is implementing a special promotion to regain readers in the Midwest who have let their subscriptions drop. Which of the following segmentation criteria defines this market? a. Geographic – Psychographic b. Demographic – Geographic	D

	c. Psychographic – Demographic d. Behavioristic – Geographic	
9	**What formula is used to determine media cost per thousand?** a. CPM = cost of media x 1000 divided by number of circulation b. CPM = circulation divided by cost of media c. CPM = number of circulation divided by cost of media x 1000 d. It depends on the media.	A
10	**The contribution made by publicity is difficult to measure because it is used in conjunction with** a. selecting channels of distribution b. marketing research c. other promotion tools d. negative events such as product recalls	C
11	**Electronic billing, purchase-order verification, bar-code technology, and image processing are examples of** A. functions of the finance department. B. horizontal channel integration. C. integrated data between channel members. D. vertical channel integration.	C
12	**When filing a tort against a business, the plaintiff must establish that the defendant** A. violated the doctrine of sovereign immunity. B. damaged property intentionally. C. conspired with a competitor. D. breached the duty of care	D
13	**A producer can minimize channel conflict among its distributors and retailers by** A. selling its items directly to the end users. B. offering different products through each channel. C. establishing slotting fees for certain channels. D. requesting that the channel members carry only its brand.	B
14	**What is an advantage of verbal communication?** A. You use passive listening skills to understand the message. B. Tone of voice can be used to express emotions and thoughts. C. It focuses attention on facial expressions rather than words to express enthusiasm. D. People must see you to understand the intent of your message.	B
15	**When Amber walked by Ryan's desk, she noticed that Ryan was raking his left hand through his hair, that his face was red, and that he kept hitting the enter button on his keyboard with his right hand, while frowning at his computer screen. Based on his nonverbal cues, Amber would probably assume that Ryan was** A. patient. B. frustrated. C. bored. D. enthusiastic.	B
16	**You're giving directions to a group of coworkers, and you want to be sure they do exactly what you say. You should** A. raise your voice. B. give directions in the proper order. C. make the directions challenging.	B

	D. demonstrate the final steps of the directions	
17	**It is most appropriate for businesspeople to use complex, technical jargon when they are** A. speaking with coworkers. B. greeting new customers. C. introducing a friend to a business associate. D. informally conversing with an acquaintance.	**A**
18	**The human resources manager sends an email to all employees stating that they will need to park on the street on Tuesday because the maintenance department will be repairing the company's parking lot. This is an example of a(n)** A. informational message. B. projection report. C. business proposal. D. formal inquiry.	**A**
19	**A memorandum is typically used for communication that takes place** A. within a business. B. among competitors. C. infrequently. D. between friends.	**A**
20	**Which of the following is a common product-related complaint:** A. Pressure selling B. Reduced price C. Poor service D. Incorrect size	**D**