

# BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

**REGIONAL – 2014**

**DO NOT WRITE ON TEST BOOKLET**

*TOTAL POINTS* \_\_\_\_\_ (500)

**Failure to adhere to any of the following rules will result in disqualification:**

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than 60 minutes testing time

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*Workplace Skills Assessment Program* competition.

1. The conference event program does not include:
  - a. map of the venue for the event
  - b. price for conference registration
  - c. speaker biographies
  - d. event sponsors
  
2. One strategy to off-set the cost of event staff is:
  - a. to use online registration
  - b. to take advantage of public transportation
  - c. to utilize services offered by the convention and visitors bureau
  - b. charge higher registration rates for participants
  
3. The fastest, most affordable channel to promote and publicize an event to a large audience is:
  - a. by e-mail
  - b. by newspaper
  - c. by direct mail campaigns
  - d. through word of mouth
  
4. An art gallery is well suited for:
  - a. large association meetings
  - b. vibrant political events
  - c. large family reunions
  - d. small intimate fundraising gatherings
  
5. The venue best suited for large concerts is:
  - a. the football stadium
  - b. the conference center
  - c. the hotel
  - d. the convention center
  
6. The hotel employee most likely to receive tips from customers is the:
  - a. hotel front desk personnel
  - b. valet parking attendant
  - c. event registration person
  - d. conference speaker
  
7. Which event staff member is responsible for setting up projectors and PPT equipment?
  - a. exhibit contractor
  - b. building engineer
  - c. meeting professional
  - d. AV contractor
  
8. Which of the following is not a special challenge meeting professionals must be prepared to handle?
  - a. special dietary needs request
  - b. last minute housing requests
  - c. sponsorships
  - d. special needs accommodations

9. Recycled lanyards used at a conference are an example of:
  - a. a green conference item
  - b. an environmental friendly action
  - c. social responsibility
  - d. all of the above
  
10. The speaker at a conference General Event Session is called the:
  - a. keynote speaker
  - b. break-out speaker
  - c. session speaker
  - d. sponsored speaker
  
11. Event planners cover possible losses:
  - a. by having participants sign waiver release forms
  - b. by purchasing liability insurance
  - c. by requiring participants to show proof of insurance
  - d. by not signing conferences that present a risk
  
12. Securing enough hotel rooms for a conference is part of the \_\_\_\_\_ responsibility for meeting professionals.
  - a. audio visual
  - b. production
  - c. logistics
  - d. housing
  
13. Determining the order of events and who is responsible for each event is part of:
  - a. managing
  - b. leading
  - c. controlling
  - d. logistics
  
14. The most important characteristics of successful meeting professionals is:
  - a. an outgoing personality
  - b. the ability to manage funds
  - c. solid communication skills
  - d. active membership in professional organizations
  
15. Hotels that offer \_\_\_\_\_ are attractive to participants who fly into an airport that is 20 miles from the convention center.
  - a. shuttle service
  - b. wake up calls
  - c. bell captain service
  - d. concierge service
  
16. You are in charge of determining menus for the two banquets associated with your conference. You will meet with the \_\_\_\_\_ to plan your menus.
  - a. back-of-the-house operation
  - b. food and beverage department
  - c. front desk department
  - d. business department

17. The success of meetings depends on:
  - a. having plentiful finances
  - b. setting and striving for goals
  - c. large attendance
  - d. having the balanced mix of business and entertainment
  
18. The management act of defining measurable goals and objectives is:
  - a. controlling
  - b. organizing
  - c. planning
  - d. staffing
  
19. Outsourced services are performed by:
  - a. individuals hired by the venue
  - b. individuals in charge of a meeting or conference
  - c. in-house departments
  - d. organizations outside of the actual meeting venue
  
20. \_\_\_\_\_ coordinate all aspects of professional meetings and events.
  - a. Meeting planners
  - b. Meeting professionals
  - c. Special event professionals
  - d. Event planners
  
21. \_\_\_\_\_ create programs addressing the purpose, message or impression that their organization or client is trying to communicate.
  - a. Meeting planners
  - b. Event planners
  - c. Special event professionals
  - d. Meeting professionals
  
22. \_\_\_\_\_ is a professional community for the global meetings industry.
  - a. American Meeting Association (AMA)
  - b. National Meeting Association (NMA)
  - c. Meeting Professionals International (MPI)
  - d. Conventions and Visitors Bureau (CVB)
  
23. A large group of people who meet to deliberate about a specific topic is a:
  - a. conference
  - b. meeting
  - c. convention
  - d. special event
  
24. The emcee of the event is also known as the:
  - a. managing chairperson
  - b. managing company
  - c. main center
  - d. Master of Ceremonies

25. A conference that has large vendor displays is best suited to meet at a:
  - a. hotel
  - b. convention center
  - c. conference center
  - d. auditorium
  
26. Meeting professionals are not responsible for:
  - a. door prizes
  - b. housing
  - c. registration
  - d. on-site transportation
  
27. An organization's communications network meant for the use of its employees or members is called:
  - a. the Internet
  - b. an Intranet
  - c. an Extranet
  - d. a mobile office
  
28. Organizations seeking to provide services and not to make money are:
  - a. not-for-profit entities
  - b. entrepreneurs
  - c. corporations
  - d. partnerships
  
29. Information consists of:
  - a. unorganized data or facts
  - b. data or facts that have been organized into a meaningful form
  - c. only facts that a conference coordinator has verified
  - d. any data related directly to a meeting agenda
  
30. An effective customer service strategy is:
  - a. giving customers limited information about an issue
  - b. ignoring customer input
  - c. assuming solutions to a problem have been effective
  - d. showing respect for customers
  
31. To work effectively in a team:
  - a. define the tasks or duties of each team member
  - b. identify how success will be measured
  - c. do not waste time setting team goals
  - d. both A and B
  
32. People or organizations outside your company that buy or use your products or services are:
  - a. internal customers
  - b. external customers
  - c. vendors
  - d. exhibitors

33. Showing concern and understanding for the meeting client is an example of:
- ethics
  - goodwill
  - empathy
  - work ethic
34. Meeting planners who demonstrate a friendly or kind attitude are demonstrating:
- common sense
  - work ethic
  - empathy
  - goodwill
35. A conference center has Coca Cola<sup>®</sup> in all of its food outlets. In this situation, Coca Cola<sup>®</sup> is a:
- distributor
  - retailer
  - vendor
  - wholesaler
36. Return on investment is:
- the gain or loss as a result of an investment of time and money
  - rate of participant satisfaction
  - rationale for participating in an event
  - economic reasons for an event
37. The program design is based on:
- goals and objectives
  - return on investment
  - market share
  - market segment
38. Realtors attending an investment conference are an example of a:
- focus group
  - demographic
  - specialized group
  - market segmentation
39. A seminar \_\_\_\_\_ led by a specialist.
- is a type of camp
  - is a class held in a hotel
  - involves a large group of people
  - is a lecture involving a small group of people
40. All of the following are parts of a speaker contract except:
- fee
  - AV requirements
  - insurance
  - cancellation policies

41. Today's business climate requires:
  - a. lifelong learning
  - b. expensive continuing education
  - c. special incentives for workers
  - d. high wages
  
42. Continuing education is required in professions for all of the following reasons except:
  - a. certification
  - b. job insecurity
  - c. licensing
  - d. recertification
  
43. The break-even point for a meeting is defined as:
  - a. the point where the maximum number of attendees are registered
  - b. the point at which enough sponsors pay for the entire event
  - c. the point at which all attendees have paid their registration fees
  - d. the point at which income equals expenses
  
44. Two accounting methods most widely used in the event planning industry are:
  - a. Event Accounting & Accrual Accounting
  - b. Event Accounting & Cash Accounting
  - c. Cash Accounting & Accrual Accounting
  - d. Zero-Based Accounting & Cash Accounting
  
45. This tool captures all of the information gathered and provides a list of basic specifications for an event.
  - a. event skeleton
  - b. event profile
  - c. event resume
  - d. event spec sheet
  
46. \_\_\_\_\_ is a slow time for the meeting industry.
  - a. Shoulder period
  - b. High season
  - c. Low vacancy
  - d. Prosperity
  
47. One example of a non-traditional event venue is the:
  - a. hotel
  - b. country club
  - c. convention center
  - d. sports venue
  
48. The facility that provides a dedicated environment for meetings with 75 or more participants is the :
  - a. corporate center
  - b. convention center
  - c. conference center
  - d. hotel

49. The part of the Americans with Disabilities Act that effects events such as meetings and conventions is:
- a. Title III
  - b. Title IX
  - c. Title IV
  - d. Title I
50. Environmentally-conscious meeting venues want to receive the “Green” endorsement from:
- a. the EPA
  - b. Green Seal
  - c. Proctor and Gamble
  - d. the Department of Commerce