

## TEST QUESTIONS – Chapter 2

### MULTIPLE CHOICE

1. Excellent research helps:
  - a. Reduce future risk
  - b. Produce more money
  - c. Generate information
  - d. Create news coverage
  
2. Quantitative research methods may use a:
  - a. Focus panel
  - b. Interview
  - c. Observation
  - d. Likert scale
  
3. Qualitative research identifies:
  - a. Financial performance
  - b. Crow counts
  - c. Deeper meanings
  - d. Environmental carbon footprint
  
4. Mixed research methods use:
  - a. A combination of research methods
  - b. One or two new research methods
  - c. Ten or more research techniques
  - d. None of these answers are correct
  
5. When interpreting and communicating your research findings, you might:
  - a. Explain how the research was collected and describe any limitations
  - b. Reveal your findings and emphasize key points
  - c. Invite questions
  - d. All of these answers are correct
  
6. The first W of the five Ws is:
  - a. What
  - b. When
  - c. Why
  - d. When
  
7. Mind mapping allows the event planner to:
  - a. Pull together the random ideas and establish linkages
  - b. Draw interesting pictures

- c. Create colorful graphics
- d. None of these answers are correct

8. Politicians see events as:

- a. Fun
- b. Good
- c. Bad
- d. Good and bad

9. O'Toole and Mikolaitis state that a project management system helps you:

- a. Launch your event
- b. Establish a systematic approach for all events
- c. Close your event
- d. All of these answers are correct

10. The planning period is the:

- a. Shortest period
- b. Second longest period
- c. Longest period
- d. None of these answers are correct

11. The law of timing refers to:

- a. The importance of time management
- b. How much time you have to act or react
- c. The history of your event
- d. Forecasting future time

12. The law of space refers to:

- a. The physical space where the event will be held
- b. The space between decisions
- c. The stratosphere
- d. The physical space where the event will be held and the space between decisions

13. The law of tempo refers to:

- a. The rate at which events take place during the production planning and the event itself
- b. The beat of the music
- c. The downbeat by the conductor
- d. None of these answers are correct

14. Slow the transition from cocktails to dinner when:

- a. People are late.

- b. It is important to establish connections between the guests.
- c. People are inebriated.
- d. People are preoccupied

15. Gap analysis examines the:

- a. Gaps in the décor draping
- b. Gaps in the tablecloth layering
- c. Gaps in event planning
- d. None of these answers are correct

16. When coordinating the event you must:

- a. Collect all the information; most problems have many sides to review
- b. Consider the pros and cons of your decision in terms of who you will be affected
- c. Consider the financial implications of your decision
- d. All of these answers are correct

17. The most common form of event evaluation is the:

- a. Focus panel
- b. Semi-structured interview
- c. Observation method
- d. Written survey

18. The following types of noise may provide a barrier to event coordination:

- a. Visual
- b. Food
- c. Auditory
- d. Visual and auditory

19. Corporate social responsibility at your event can be exhibited through:

- a. Devoting one morning or afternoon of the event to helping clean or restore a children's playground
- b. Using excess funds designated for a cocktail party or banquet to purchase equipment for a children's school of playground
- c. Reusing paper and other products left over from your meeting or event within local schools or community centers
- d. All of these answers are correct

20. U.S. National Football League's senior vice president of events, believes that:

- a. Effective leaders must strive to understand each stakeholders needs.
- b. Finding out what motivates each of these stakeholders, and communicating to them what motivates you, will develop partnerships that last long after the crowds go home.
- c. You must dictate your demands to stakeholders.
- d. Effective leaders must strive to understand each stakeholder's needs, and finding out what motivates each of these stakeholders, and communicating to them what motivates you, will develop partnerships that last long after the crowds go home.

21. The U.S. National Football League created the:
- Youth Education Town legacy program
  - World Series
  - Hockey Hall of Fame
  - None of these answers are correct
22. Event research helps:
- You make money
  - You save money
  - You reduce crime
  - You reduce risk
23. The MeetingMetrics system Discovery questions are:
- Open ended
  - Closed ended
  - Multiple choice
  - True/False
24. Case study research uses:
- True/False questions
  - Scenario Planning
  - In-depth study of a single event case or cases
  - None of these answers are correct
25. Prior to conducting a survey, use:
- A survey instrument guide
  - A focus panel
  - Experts to review the survey instrument
  - A focus panel and experts to review the survey instrument
26. To present your pre-event research findings, you should:
- Determine your audience and customize your presentation to their personal communication learning style
  - Describe the purpose and importance of the research
  - Explain how the research was collected and describe any limitations
  - All of these answers are correct
27. When communicating your research findings, the first W is:
- What
  - When
  - Why
  - Where
28. Strengths and weaknesses can usually be spotted:
- During the event
  - Before the event

- c. Before and after the event
- d. After the event

29. Perhaps the most critical phase is the \_\_\_\_\_ phase.

- a. Research
- b. Design
- c. Planning
- d. All of these answers are correct

30. Two methods for designing your event include:

- a. Mind boxing and brain wrestling
- b. Brainstorming and mind mapping
- c. Mindfulness and brain scanning
- d. All of these answers are correct

31. Malcolm Gladwell describes his work as:

- a. Brainstorming for success
- b. Mind mapping for strategic gain
- c. Intellectual adventure stories
- d. Intellectual mind mapping

32. The three basic resources you will need for a feasible event are:

- a. Financial, human, and political
- b. Technological, political, and human
- c. Environmental, political, and technological
- d. Financial, environmental, and political

33. One key financial consideration is to:

- a. Analyze your cash flow
- b. Ask the bank for a loan
- c. Borrow from friends
- d. Stop spending

34. To determine if your event is sustainable look:

- a. 1–5 years into the future
- b. 6–10 years into the future
- c. 11–15 years into the future
- d. 100–200 years into the future

35. The longest period in event planning is usually:

- a. Creative
- b. Financial
- c. Planning
- d. Technology

36. The Greek philosopher Theophrastus stated that:

- a. Time is the most valuable thing a human being can spend.
- b. Time is money.
- c. One picture is worth a thousand words.
- d. None of these answers are correct

37. Mona Meretsky states that, when scheduling an event, allow for \_\_\_\_ percent additional time.

- a. 50%
- b. 25%
- c. 10%
- d. 5%

38. When considering a venue for a future event, event planners prepare a:

- a. Budget
- b. Time line
- c. Production schedule
- d. Site inspection checklist

39. The term ingress refers to the:

- a. Entrance
- b. Exit
- c. Window
- d. None of these answers are correct

40. A room monitor is a:

- a. Trained person who will evaluate an event while it is in progress
- b. Loud speaker on stage
- c. Type of butterfly
- d. None of these answers are correct

**TEST QUESTION ANSWER KEY:**

1. A
2. D
3. C
4. A
5. D
6. C
7. A
8. D
9. B
10. C
11. B
12. D
13. A
14. B
15. C
16. D
17. D
18. D
19. D
20. D
21. A
22. D
23. A.
24. C
25. D
26. D
27. C
28. B.
29. A
30. B
31. C
32. A
33. A
34. D
35. C
36. A
37. C
38. D
39. A
40. A