

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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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® in all of its food outlets. In this situation, Coca Cola® 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



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**Judges/Graders: Please double check and verify
all scores and answer keys!**

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|-----|---|-----|---|
| 1. | B | 26. | A |
| 2. | C | 27. | B |
| 3. | A | 28. | A |
| 4. | D | 29. | B |
| 5. | A | 30. | D |
| 6. | B | 31. | D |
| 7. | D | 32. | B |
| 8. | C | 33. | C |
| 9. | D | 34. | D |
| 10. | A | 35. | C |
| 11. | B | 36. | B |
| 12. | D | 37. | A |
| 13. | D | 38. | D |
| 14. | C | 39. | D |
| 15. | A | 40. | C |
| 16. | B | 41. | A |
| 17. | B | 42. | B |
| 18. | C | 43. | D |
| 19. | D | 44. | C |
| 20. | A | 45. | B |
| 21. | B | 46. | A |
| 22. | C | 47. | D |
| 23. | A | 48. | C |
| 24. | D | 49. | A |
| 25. | B | 50. | B |