



UNIT 1. INTRODUCTION TO EVENT AND EVENT MANAGEMENT

1. Who is the creative side of the event design industry?
 - a. Event planner
 - b. Event manager**
 - c. Event coordinator
 - d. Event administrator

2. 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

3. 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

4. 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

5. The most popular form of sports' sponsorship is:
 - a. League**
 - b. Event
 - c. Team
 - d. Individual



6. The group to where the suppliers of the stage, venue and security can coordinate.
 - a. **Reception.**
 - b. Program
 - c. Logistics
 - d. Secretariat

7. 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

8. Budgeting an event, negotiating contracts, arranging the speaker, and organizing Audio visual needs is part of which stage of the event planning process?
 - a. Research
 - b. Design
 - c. Planning
 - d. **Coordinating**

9. Which of the following is the most popular type of event site used?
 - a. **Hotel/Resort**
 - b. Convention Center
 - c. Banquet Hall
 - d. Club

10. Serves different purposes. The most common purposes are to raise funds, and to increase awareness of a particular group, cause, or destination. Different types of events that are classified by purpose.
 - a. Public events
 - b. Cultural events
 - c. **Non profit organizations**
 - d. Corporate events

11. Corporations and associations produce special events for their members
 - a. **Meetings**
 - b. Private events
 - c. Political events
 - d. Public events



12. An event manager must recruit personnel during which stage of an event management plan?
- a. coordinating the event
 - b. staging the event
 - c. scheduling the event**
 - d. negotiating the contract for the event
13. Event marketing is
- a. A good
 - b. A service**
 - c. Tangible
 - d. A product
14. Which of the following is not a recognized type of plan?
- a. Business
 - b. Succession
 - c. Ad hoc**
 - d. Financial
15. What does the acronym SMART stand for?
- a. Suitable, measurable, actionable, realistic and timely
 - b. Specific, measurable, actionable, realistic and timely
 - c. Standardized, measurable, achievable, realistic, and timely
 - d. Specific, measurable, achievable, realistic and timely**
16. Which is an example of a threat in event management
- a. Favorable newspaper article
 - b. Financial stability
 - c. Successful traffic flow
 - d. Economic downturn**
17. What is the purpose of an itinerary?
- a. To list all the contact details of your colleagues and suppliers
 - b. To keep track of your company's finance
 - c. To track the event's development and schedule during planning and hosting
 - d. To provide guests with information about what your event will entail**



18. Why should you research into whether or not there are other similar corporate events happening around the same time as yours?
- Because you can look into what they're doing and emulate it
 - Because hosting your event at the same time could affect its attendance**
 - Because you can suggest teaming up with them to make your event bigger
 - Because you'll know it's a good time to host your event if others have picked that time
19. What might you do to ensure that your event meets good health and safety standards?
- Send guests an email saying they should be careful when they attend
 - Put up safety notices throughout the venue so people are reminded
 - Hire a safety inspector to be present on the day of event
 - Carry out a risk assessment of the venue and whenever new arrangements are made**
20. When booking a supplier, service, entertainer, etc., what should you determine?
- That they have public liability insurance
 - That they have attended events like yours in the past
 - That they will fully sponsor your event
 - That they are the most local option available**
21. You've found a venue online that you think would be suitable. What should you do?
- Book it immediately so you have a back up at all times
 - Visit the venue to further determine its suitability**
 - Compare its renting price with others and go with the cheapest option
 - Compare its location with others and select the venue nearest to you
22. Event staff who work for no pay are called:
- Casual staff
 - Volunteer staff**
 - Part-time staff
 - Event staff



23. Ensuring that local community stakeholders are supportive of the event is important because:
- It helps the smooth running of the event
 - It is a legal requirement
 - It helps to attract local participants**
 - It discourages participants from outside of the community
24. It is advisable that the Event Director:
- Is solely responsible for making important decisions about the event
 - Consults with stakeholders before making important decisions about the event**
 - Leaves import decisions about the event to stakeholders
 - Forms a committee to make decisions about the event
25. Which of the following is not a function of the event organising committee?
- Provide advice to the event director**
 - Take a share of the tasks involved in organising of the event
 - Develop the event management plan
 - Share in the process for making important decisions about the event
26. Which of the following should be developed first:
- The events marketing strategy
 - Sponsorship proposals for the event
 - Event plan**
 - A work breakdown structure
27. Event planning subfields include all of the following except:
- Lambing**
 - Sports events
 - Retail events
 - Meetings and conferences
28. External stakeholders might include:
- City agencies
 - Media
 - Government
 - All of these**



29. The Glastonbury music festival promotes greener events through:
- Travel
 - Water reuse
 - Green police**
 - Signs
30. Growth opportunities for special events include:
- Global business
 - Public relations
 - Marketing and retail sales
 - All of these**
31. The use of celebrity sponsorship, endorsements and advertisements for events combines which of the following:
- Guaranteed interest in and publicity for the event
 - Guaranteed success for the event
 - Provides a proven, safe and stable option for events
 - None of the above**
 - All of the above
32. Events Marketing
- Mass consumers
 - Smaller, discrete, alternative or underground consumers**
 - Proms audiences
 - Teenagers
 - Glastonbury festival attendees
33. The department(s) that an event management company will have is (are)
- Creative
 - Production
 - Client servicing
 - All of the above**
34. Inspiring the staff is a good reflection of which type of skill?
- Negotiating
 - Leadership**
 - Project management
 - Budgeting



35. Which of the following is a not-for-profit organization that is located in almost every city in the United States and Canada?
- MPI
 - CSM
 - CVB**
 - CFEE
36. 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?
- Research**
 - Design
 - Planning
 - Coordinating
37. Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process?
- Research
 - Design
 - Planning**
 - Coordinating
38. Which of the following is the most popular type of event site used?
- Hotel/resort**
 - Convention center
 - Banquet hall
 - Club
39. Serves different purposes. The most common purposes are to raise funds, and to increase awareness of a particular group, cause, or destination. Different types of events that are classified by purpose.
- Public events**
 - Political events
 - Cultural events
 - Non-profit organizations
 - Corporate events



40. Special events limited to a select group of individuals. A variety of events include social functions as well as business functions. Admission or entrance into a private event is by membership or invitation.
- Social events
 - Public events
 - Private events**
 - Colleges and universities
 - Meetings
41. Stage events and rallies. For example, national and provincial parties hold conventions that generate income for hotels, transportation, businesses, and restaurants.
- Corporate events
 - Tourist attractions
 - Public events
 - Political event**
 - Cultural events
42. Fairs, festivals, and other similar events can be large or small. They can also have local or national appeal. For example, religious groups hold many events, ranging from religious retreats and sponsored trips to sacred cities. Art communities and groups create and host a variety of these type of events. Concerts, theatre events, museum collections, and movie premieres are all types of these events.
- Trade shows/trade fairs
 - Retreats
 - Cultural events**
 - Social events
 - Public events
43. Often participates in parades and flag-raising ceremonies which follow strict rules of protocol.
- Private events
 - Military events**
 - Corporate events
 - Cultural events
 - Political events



44. Promotes events. Disneyland’s Main Street Electric Parade is an example of this.
- Social events
 - Consumer shows
 - Public events
 - Tourist attractions**
 - Cultural events
45. Many departments in educational insitutions are involved with these types of events. Annual events include orientation, career day, and convocation. There are also arranged concerts, guest speakers, and award receptions.
- Public events
 - Social events
 - Colleges and universities**
 - Non-profit organizations
 - Forums
46. There are numerous of these organizations that organize events such as golf tournaments, wine receptions, auctions, luncheons, etc.
- Non-profit organizatons**
 - Tradeshows/trade fairs
 - Tourist attractions
 - Social events
 - Politcal events
47. This type of event makes up a large part of the private events industry. Weddings, bar mitzvahs, anniversaries, birthdays, and other family celebrations generate a significant amount of banquet and entertainment revenue. Amateur sporting events are also a large component of the social events market. Recitals, dance and community theatre productions, and family-focused events also fit into this category.
- Political events
 - Cultural events
 - Social events**
 - Tourist attractions
 - Public events



48. Sponsor events to introduce new products, reward outstanding performance, increase sales motivation, or simply to provide information. Incentive travel is a lucrative segment of the corporate market. Company employees with outstanding performance may receive unique travel experiences to a desirable destination.
- Corporate events**
 - Exhibitions
 - Symposiums
 - Trade shows/trade fairs
 - Tourist attractions
49. Corporations and associations produce special events for their members.
- Meetings**
 - Military events
 - Private events
 - Political events
 - Public events
50. Typically involves a general group session in a large auditorium, followed by committee meetings in small breakout rooms. They are usually held regularly, maybe annually, and occur for at least three days. Trade and technical conventions are often held in conjunction with exhibitions.
- Forums
 - Conventions**
 - Conferences
 - Seminars
 - Congresses
51. Similar to conventions but usually deal with specific problems or developments rather than with general matters.
- Lectures
 - Congresses
 - Symposiums
 - Conferences**
 - Panels
 - 14.



52. A way of holding one meeting at several locations at the same time. Participants use advanced communications technology that enables them to see and hear participants at other locations. This is a way of bringing people together without the time and expense of long-distance travel.
- Symposiums
 - Forums
 - Conferences
 - Clinics
 - Teleconferences**
- 15.
53. Similar to conferences. A term commonly used in Europe to describe large international gatherings.
- Congresses**
 - Teleconferences
 - Panels
 - Lectures
 - Retreats
54. Involves back and forth discussions on a particular issue. Usually led by panelists or presenters. Audience participation is expected and encouraged.
- Conferences
 - Seminars
 - Forums**
 - Panels
 - Clinics
55. Similar to a forum but tends to be more formal and to involve less audience participation.
- Panels
 - Clinics
 - Lectures
 - Symposiums**
 - Workshops
56. More formal where an individual expert addresses the audience and is sometimes followed by a question-and-answer session.
- Consumer shows



- b. Workshops
 - c. Lectures**
 - d. Clinics
 - e. Conventions
57. Informal meetings involving face-to-face discussion. Participants share their knowledge and experiences in a particular field under the supervision of a discussion leader.
- a. Conventions
 - b. Lectures
 - c. Panels
 - d. Seminars**
 - e. Workshops
58. Small group sessions held for a period of intense study or training. The emphasis is on exchanging ideas and demonstrating skills and techniques.
- a. Workshops**
 - b. Exhibitions
 - c. Consumer shows
 - d. Conventions
 - e. Forums
59. Offer drills and instruction in specific skills for small groups. Many people attend these events when they want to learn a sport, such as golf or tennis. Both these types of events and workshops can last for several days.
- a. Congresses
 - b. Retreats
 - c. Conventions
 - d. Seminars
 - e. Clinics**



60. Requires two or more speakers and a moderator. People present their views on a particular subject. The meeting is then opened for discussion among the speakers, who may also invite comments from the audience.

- a. Panels**
- b. Conferences
- c. Clinics
- d. Exhibitions
- e. Seminars





UNIT 2. FACETS OF EVENT MANAGEMENT

61. CII is the common platform for Industries in India and Indian Government. Full form of CII –
- Confederation of Indian Industry**
 - Confederation of Industry Indian
 - Commercial of Indian Industry
62. The Five Cs Of Event Planning
- Coordination
 - Culmination
 - Close out.
 - Concept
 - Control
63. Which of the following statements best describes the evolution of contemporary events?
- They are a modern phenomenon, linked to an industrial society
 - They have their roots in ancient traditions and cultures
 - They first began to emerge from American business conventions
 - None of these
64. The events management body of knowledge
- Aims to set out the skills and areas of knowledge needed by event managers
 - Describes the body of knowledge built up by academic researchers about event management
 - Is a guide for students of event management, designed by industry practitioners
 - None of these
65. In selecting projects, event managers must firstly be able to evaluate how they relate to
- Strategic factors and overall feasibility Correct
 - Levels of staffing within the organisation
 - Prior experience of delivering similar projects
 - The activities of direct competitors



66. Which of the following statements is not a benefit of ticketing for event managers?
- Revenue management Incorrect
 - Cost reduction
 - Customer expectation management
 - Crowd management
67. Mega-events can be split into three periods. These are:
- Pre-event, event and post-event
 - Initial, immediate and legacy
 - Ante, peri and post
 - Micro, meso and macro
68. PR for a book of toll-free consumer hotlines will be
- Celebrity endorsement
 - Sending different hotline numbers to different magazines
 - None of these
 - Print advertisement
69. YouTube, flickr and facebook are examples of what kind of collaborative media?
- Social**
 - Interactive
 - Sharing
 - New
70. promote the exchange of influence and understanding _____
- among an organisation's constituent parts and publics**
 - so that hostile publics can be silenced
 - in an attempt to make sure organisational secrets are not leaked
 - when initial attempts to cover up negative news fail



71. What types of event does product launches fall into
- Competitions
 - Corporate events
 - Cultural Events**
 - Depends upon the media
72. What types of event does product launches fall into
- Competitions
 - Corporate events
 - Cultural Events**
 - Depends upon the media
73. What all are assessed and mapped in site selection
- orientation
 - All of the above**
 - ownership
 - slope
74. What does scope creep refers to
- Inability to achieve the scope
 - a gradual expansion of the amount of work to be done
 - Useless work to be undertaken during project**
 - Additional work to be done
75. What is used to represent an activity in CPM/PERT
- Circle
 - Sequence Number
 - None of the above
 - Arrow**



UNIT 3. EXECUTION OF EVENT

76. Which of the following is not a genre of event management?
- Exhibitions, expositions and fairs
 - Hallmark events
 - Sports events
 - Ad hoc meeting**
 - Festivals
77. Which of the following is not a hallmark event?
- Tour de France
 - Bournemouth Air Festival**
 - Rio Olympic Games
 - Australian Formula 1 Grand Prix
78. The acronym EMBOK refers to:
- Event Management Body of Knowledge**
 - Event Marketing Body of Knowledge
 - Event Mapping Body of Knowledge
 - Event Management Bundle of Knowledge
 - Event Management Bureau of Knowledge
79. MPI refers to:
- Meeting Promotion International
 - Meeting Planners International
 - Marketing Planners International**
 - Meeting Productivity International
80. Beach Break Live was created for which particular market segment in the UK?
- Business leaders
 - Teachers
 - Families
 - Students**
 - Young children



81. Which of the following is not a desirable 'legacy' from the Olympic Games?
- New stadia and infrastructure
 - Civic pride
 - c. Residential displacement**
 - New branding opportunities
82. Military and civil air shows remain second in terms of spectator numbers in the UK to:
- horse racing
 - cricket
 - rugby
 - d. football (soccer)**
83. Which of the following is not an example of negative impacts derived from the hosting of an event?
- Noise pollution
 - b. Generation of civic pride**
 - Litter
 - Overcrowding
84. Events are frequently organised within destinations to enhance:
- a decrease in visitor numbers
 - a reduction in the reliance on historic sites
 - c. breadth of appeal and rejuvenation of the destination product**
 - engagement with tour operators
85. Occupy Wall Street and Occupy London are two examples of protest 'events' organised through the effective use of:
- a. social media**
 - TV advertising
 - cinema media
 - multimedia



86. Which is the second stage in the event planning process
- Design**
 - Planning
 - Evaluation
 - Research
87. Which of the following is an essential prerequisite of MBO?
- Joint goal-setting
 - Mid-term review
 - Developing reviews
 - All of these**
88. Which tool or technique determine the sequencing of tasks
- work plan
 - critical path analysis**
 - Work break down structure
 - activity network diagram
89. What does site planning, involves
- All of the above**
 - land use circulation
 - land use zoning
 - land use access
90. Which is not an required event manager's skill
- Willingness to work long hours
 - Knowledge of food and wine pairing**
 - Ability to close sales
 - Negotiating skills
91. Which type of event is used by companies to present and demonstrate their latest products
- Opening Ceremonies
 - Trade Shows**
 - Board Meetings
 - Annual Shareholder Meeting



92. Which category will literary work belong to
- Patent
 - Copyright**
 - Trademark
 - Industrial design
93. What is the most effective method of stress prevention
- Positive attitude
 - Time Management
 - All of the above**
 - Sense of Humor
94. What is the first stage of formation of a company
- Capital subscription
 - Incorporation
 - Promotion**
 - Registration
95. What is the deciding factor for selecting a theme for an event
- budget
 - the target audience**
 - Venue
 - Security
96. Which expertise is essential for a special event consultant
- Food and Beverage
 - Catering sales
 - Marketing sales
 - Convention Services Manager
97. What is the best way to get the most out of efforts on social media
- Make event attention-worthy
 - Engage in two-way conversation
 - All of the above**
 - Encourage honest feedback



98. What is the best way to get the most out of efforts on social media
- Make event attention-worthy
 - Engage in two-way conversation
 - All of the above
 - Encourage honest feedback
99. What should be avoided for effective communication
- Tone of speech should be high**
 - Personal remarks
 - Respect to audience
 - None of these
100. What does event evaluation, involves
- monitoring
 - observing
 - All of the above**
 - Measuring
101. What is the effective rate of service tax in 2009-2010
- 2% of the value of services
 - 12% of the value of services
 - 5% of the value of services**
 - 10% of the value of services
102. Human Resource Management functions are broadly classified into managerial functions and operative functions. The basic managerial functions of HRM are _____.
- Job analysis, human resource planning, job specification and directing
 - Directing, planning, job analysis and induction.
 - Planning, organizing, staffing, directing and controlling
 - Induction, human resource planning, job analysis and controlling**
103. What does excessive paperwork characterizes
- Negative Attitude
 - Low self esteem
 - Poor organization**
 - Low skill level



104. How is a copyright assigned
- By court of law
 - By Copyright board
 - By appellate authority
 - By assignor**
105. What is the major difference between a patent and copyright
- Exclusivity
 - Grant
 - Commercial value
 - Novelty



UNIT 4. MARKETING OF EVENT

106. Which of the following is one of the 7P's?
- Positioning
 - Profile
 - Productivity
 - Profit
 - Process**
107. Segmenting audiences into groupings based on lifestyles and interests is an example of:
- Geographic segmentation
 - Demographic segmentation
 - Psychographic segmentation**
 - Behavioural segmentation
 - Mnemonic peg system
108. The use of celebrity sponsorship, endorsements and advertisements for events combines which of the following:
- Guaranteed interest in and publicity for the event
 - Guaranteed success for the event
 - Provides a proven, safe and stable option for events
 - None of the above**
 - All of the above
109. Rival companies who use unofficial or 'guerrilla' tactics to infiltrate events or to promote their brands in competition with official sponsors is a form of:
- Niche Marketing
 - Destination Marketing
 - Ambush Marketing**
 - Inbound Marketing
 - Segmentation



110. Conducting a SWOT analysis allows a company to understand its:
- External environment
 - Early Adopters
 - Customers
 - Situational analysis**
 - Branding
111. A place where goods are bought and sold against the price consideration between the buyers and the sellers is called.....
- Exchange
 - Market**
 - E-commerce
 - Transaction
112. Many people want BMW, only a few are able to buy” this is an example of
- Need
 - Want
 - Demand**
 - Status
113. It’s a combination of quality, service & price
- Marketing Triad
 - Customer Value Triad**
 - Customer Satisfaction Triad
 - Service Quality Triad
114. “Marketing is the activity, set of & processes for creating, communicating, delivering & offerings that have value for customers, clients, partners & society.”
- Institutions, satisfying
 - Organizations, exchanging
 - Institutions, exchanging**
 - Organizations, understanding



115. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of ____.
- Pricing.
 - Distribution.
 - Product development.
 - Promotion.**
116. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as ____.
- Researching.
 - Planning.**
 - Controlling.
 - Managing.
117. Small businesses and non-profit organisations on shoestring budgets nevertheless have access to useful marketing information by ____.
- Conducting informal surveys
 - Collecting and evaluating secondary data, as well as observing and conducting their own surveys and experiments**
 - Hiring a few highly skilled researchers
 - Relying exclusively on secondary data
118. Which macro-environment factor does 'T' refers to in PEST
- None of the above
 - Technological**
 - Tactical
 - Training
119. Marketing management is ____.
- managing the marketing process
 - selecting target markets
 - the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value**
 - monitoring the profitability of the companies products and services



120. Which aspect must be considered when developing an event marketing plan
- the personality that brand is trying to convey
 - All of the above**
 - target audience
 - lasting impression to leave on audience
121. Which social media website is a network that connects professionals in all disciplines
- Digg
 - Reddit
 - Facebook
 - LinkedIn**
122. Which of the following requires event manager, detail how they see the event taking place, kind of event, performances, location, ambience, theme for the event etc. with also a broad costing for the event
- Budget
 - Plan**
 - Concept
 - Brief
123. What is the characteristic of good brand name?
- All of these**
 - evokes interest
 - elicits a picture
 - attract attention
124. Which one of the following is an internal source of recruitment?
- Present Employees
 - Management Consultants
 - Advertisements
 - Campus Recruitment



125. Which of the following does, service tax is not applicable, in India
- a. **None of the above**
 - b. Sports activities
 - c. Celebrity stage shows
 - d. Exhibitions
126. What is the first deliverable of event management process
- a. Venue
 - b. **Plan**
 - c. Brief
 - d. Concept
127. What defines the logical dependencies between tasks
- a. Detailed Plan
 - b. Budget
 - c. Work break down structure
 - d. **activity network diagram**
128. Which event management stage for a special event focuses on location of event
- a. Coordinating
 - b. Planning
 - c. **Design**
 - d. Research
129. Which schedule of the Constitution of India, does entertainment falls in
- a. 5.0
 - b. 6.0
 - c. **7.0**
 - d. 4.0



130. Which of the following is an crucial characteristic for a trademark
- a. Novelty
 - b. Symbolic appeal**
 - c. Distinctiveness
 - d. Commercial value
131. Which document sets out the constitution of the company
- a. The Articles of Association
 - b. The Memorandum of Association**
 - c. Prospectus
 - d. The ROC
132. What does site planning, involves
- a. land use circulation
 - b. All of the above**
 - c. land use zoning
 - d. land use access
133. Which of these in not a electronic commerce application
- a. Home Banking
 - b. evaluating an employee**
 - c. conducting an auction
 - d. Buying stocks
134. What is the type of catering, if food is prepared and served in the same location to a group of people
- a. closed
 - b. off-premise
 - c. open**
 - d. on-premise



135. Which macro-environment factor does 'T' refers to in PEST
- Training
 - Tactical
 - None of the above
 - Technological**
136. Which of these is not a storage place where products are kept
- Public warehouse
 - Government warehouse
 - Data warehouse**
 - Bonded warehouse
137. Which of the following will qualify for an copyright
- New song recorded by a musician
 - New song tune hummed by a musician
 - New song tune tweaked by a musician
 - New song words told to a musician**
138. What is considered in evaluating the event catering
- the style of serving
 - room arrangements
 - plate garnishes
 - All of the above**
139. What is needed to avoid spillage
- refrigerated vehicles
 - All of the above**
 - insulated coolers
 - portable warming units



140. The advantage of using a spreadsheet is _____.

- a. changing data automatically updates calculations
- b. more flexibility
- c. calculations can be done automatically.
- d. all of these**





UNIT 5. STRATEGIES OF EVENT MANAGEMENT

141. Which of the following is not a part of logistics
- Replenishment
 - Procurement
 - Production scheduling
 - Meandering**
142. Which aspect must be considered when developing an event marketing plan
- lasting impression to leave on audience
 - target audience
 - All of the above**
 - the personality that brand is trying to convey
143. Which type of budgeted expense does overtime for employees is accounted in
- Variable expenses**
 - Hidden expense
 - Fixed expenses
 - Indirect expenses
144. What does scope creep refers to
- Useless work to be undertaken during project
 - Inability to achieve the scope**
 - Additional work to be done
 - a gradual expansion of the amount of work to be done
145. Which of the following entails the usage of setting the price for product high
- Market penetration**
 - Skimming
 - Follower Pricing
 - None of the above



146. What is vamping
- a. A sub-brand becoming bigger than the brand
 - b. A sub-product becoming bigger than the product
 - c. A celebrity's becoming bigger than the brand**
 - d. A small event becoming bigger than the big events
147. Which event celebrate milestones in a couple's life
- a. Family Events
 - b. Wedding Anniversaries**
 - c. Birthdays
 - d. Wedding
148. Small businesses and non-profit organisations on shoestring budgets nevertheless have access to useful marketing information by _____
- a. Relying exclusively on secondary data
 - b. Collecting and evaluating secondary data, as well as observing and conducting their own surveys and experiments**
 - c. Hiring a few highly-skilled researchers
 - d. Conducting informal surveys
149. Which of the following is not an communication barrier
- a. Misinterpretation
 - b. Incorrect data
 - c. Being unclear**
 - d. None of the above
150. What is the essential trait of a PRO
- a. should gain the people's confidence easily
 - b. All of these**
 - c. have high standard of integrity
 - d. should be a learned



151. A transaction involves _____.
- at least two parties
 - each party has something that might be of value to the other party
 - All of these**
 - each party is capable of communication and delivery
152. What type of non-verbal communication does maps are
- Sign Language
 - Visual Signs
 - Sound Signals
 - Body Language**
153. Which is not an advantage of using computerized spreadsheets
- cost of initial setup**
 - ability of generate tables
 - speed of calculation
 - flexibility of moving entries
154. What does event evaluation, involves
- monitoring
 - measuring
 - All of the above**
 - Observing
155. The advantage of using a spreadsheet is _____.
- all of these**
 - more flexibility
 - calculations can be done automatically.
 - changing data automatically updates calculations



156. Which statement reflects sources and use of cash for a period of time
- The income flow
 - Balance Sheet
 - Profit and Loss
 - The Statement of Cash Flow**
157. What does raffle involve
- The charging of fees to participate in the event
 - grants to assist with the running of events
 - to obtain goods from sponsors which can be raffled
 - obtain money from spectators**
158. What type of pricing is bundle pricing
- Demand based**
 - Premium
 - Line
 - Multidimensional
159. Which income type refers to the sale of a range of products that may be strongly identified with the event or the organisation hosting the event
- Merchandising Sales**
 - Government Grants
 - Participant Fees
 - Sponsorship
160. Which mode of transportation causes the maximum amount of loss and damage
- Road**
 - Rail
 - Pipeline
 - Water



161. Which of the following statements is true
- a. Book-keeping and Accounting are complementary to each other
 - b. Accounting and Book-keeping are synonymous
 - c. Accounting starts from where Book-keeping ends**
 - d. Accounting and Booking keeping is synonymous and complementary to each other
162. _____ reflects the perceived tangible and intangible benefits and costs to customers.
- a. Expectations
 - b. Value
 - c. Satisfaction
 - d. Loyalty**
163. What is the favoured methods for monitoring progress
- a. spreadsheet
 - b. Online status update
 - c. None of the above
 - d. Social media**
164. What is the advantage of event evaluation
- a. refine the event and shape its outcomes
 - b. continuously improve events
 - c. All of the above**
 - d. feed lessons learnt from the event back into the planning process
165. Which of the following is not used for event evaluation
- a. Incident reports by security staff**
 - b. Food and stall-holder income
 - c. Staff meetings and reports
 - d. Attendance register