

BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

REGIONAL – 2017

DO NOT WRITE ON TEST BOOKLET

TOTAL POINTS _____ (100)

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 sixty (60) minutes testing time

Property of Business Professionals of America.
May be reproduced only for use in the Business Professionals of America
Workplace Skills Assessment Program competition.

Identify the letter of the choice that best completes the statement or answers the question.

1. When planning food and beverage for an event, you will *most* likely meet with the:
 - a. general manager
 - b. conference coordinator
 - c. convention planner
 - d. catering manager

2. The exhibitor prospectus is used:
 - a. to set up the exhibit hall
 - b. to market to potential exhibitors
 - c. to calculate charges for a conference
 - d. split up exhibit hall space

3. Companies count on _____ to make all necessary travel arrangements for their organization's event participants.
 - a. convention visitor bureaus
 - b. state tourism organizations
 - c. travel agencies
 - d. group sales

4. A rectangular or oval table set up with chairs around all sides and ends is the:
 - a. boardroom style
 - b. theater style
 - c. classroom style
 - d. u-shape meeting room

5. Meeting set-up crews should allow at least _____ feet of space at each table for meeting participants.
 - a. 5
 - b. 3
 - c. 4
 - d. 2

6. Meeting rooms set up in classroom style should allow at least _____ feet between the rows of tables.
 - a. 5
 - b. 4
 - c. 2
 - d. 3

7. The building or location where a meeting is held is called the:
 - a. event locale
 - b. venue
 - c. convention center
 - d. gathering place

8. Conventions receive positive publicity at no cost through:
 - a. a press release
 - b. a direct mail campaign
 - c. an advertisement
 - d. a bulk mailing

9. Identifying human wants and needs and developing a plan to meet them is known as:
 - a. organizing
 - b. selling
 - c. marketing
 - d. management

10. Which of the following is *not* part of the marketing plan for meetings?
 - a. advertising the event
 - b. outlining the strategy for attracting participants
 - c. adapting to economic changes in the market
 - d. developing a strategic plan for the event

11. Venues for many large association meetings are planned five years in advance. This is an example of _____ planning.
 - a. strategic
 - b. intermediate
 - c. situational
 - d. short-term

12. Conference hotels may require one night's payment, referred to as a(n) _____ to hold the hotel room for a meeting participant.
 - a. advancement
 - b. pre-payment
 - c. deposit
 - d. down payment

13. The Housing Bureau is a(n) _____ that can assist in group reservations.
 - a. third-party vendor
 - b. in-house vendor
 - c. in-house reservations
 - d. virtual booking agency

14. Customer satisfaction at an event begins with:
 - a. pre-registration
 - b. strategic planning
 - c. the opening general session
 - d. check-in at the hotel desk

**BUSINESS MEETING MANAGEMENT CONCEPTS—OPEN
REGIONAL 2017**

Page 4 of 9

15. People at two or more distant locations conduct two-way communication through video and audio; this type of meeting is classified as:
 - a. teleconferencing
 - b. e-conferencing
 - c. a webcast
 - d. virtual conferencing

16. The *best* tool to promote events to a mass market is a _____.
 - a. webcast
 - b. chat room
 - c. website
 - d. blog

17. The *best* incentive for meeting volunteers is:
 - a. positive recognition
 - b. power
 - c. money
 - d. special uniforms

18. The *most* important element planners use to assure meeting success is:
 - a. financial support
 - b. clear communication
 - c. participant recognition
 - d. feedback

19. Which of the following is *not* an example of a support service for meeting planning?
 - a. audiovisual
 - b. floral decorators
 - c. exhibit set up
 - d. hotel front desk

20. The feedback meeting between the meeting planner and the facility is called the:
 - a. pre-conference meeting
 - b. post-conference meeting
 - c. logistics meeting
 - d. wrap-up session

21. Barrier-free rooms are:
 - a. always located on the first floor
 - b. have sliding doors opening to the outdoors
 - c. accessible to people with disabilities
 - d. easily accessible from the busy roadway

**BUSINESS MEETING MANAGEMENT CONCEPTS—OPEN
REGIONAL 2017**

Page 5 of 9

22. _____ prevents discrimination against people with disabilities in the United States.
- The Americans with Disabilities Act
 - The EEOC
 - Title IX
 - ERA
23. Events that incorporate environmental considerations throughout all stages of planning are called:
- sustainable events
 - industrial events
 - hospitality events
 - green events
24. Hotels send out _____ in an attempt to gain the business of major meetings.
- GDS's
 - RFP's
 - bulk mailings
 - e-mail blasts
25. A(n) _____ is *not* classified as an event setting.
- urban setting
 - theme park
 - suburban setting
 - resort
26. The financial statement for a meeting that shows revenue and expenses is:
- an income statement
 - a budget
 - a balance sheet
 - a W-4 form
27. Variable meeting costs are based on the:
- rate of inflation
 - occupancy rate of the conference center
 - number of meeting attendees
 - number of meetings scheduled per month
28. Most association events are budgeted to:
- lose money
 - break even
 - spend all revenue acquired by the association during the year
 - make money

**BUSINESS MEETING MANAGEMENT CONCEPTS—OPEN
REGIONAL 2017**

Page 6 of 9

29. Surveys to gather feedback about a meeting:
 - a. should only be given to the board of directors
 - b. should only be conducted online
 - c. should have numerous questions for participants
 - d. should be used to improve the event in the future

30. The most popular instrument to gain feedback from meeting participants is a(n):
 - a. poll
 - b. interview
 - c. survey
 - d. electronic follow-up

31. To gain access to the most popular speakers for a meeting, you should contact:
 - a. CVB
 - b. speakers bureau
 - c. talent agency
 - d. Professional Meeting Planners Association

32. Individuals attend conferences and other meetings to:
 - a. network
 - b. learn new strategies
 - c. relax
 - d. all of the above

33. The *first* important step for organizing a highly successful event is:
 - a. selecting an exciting venue
 - b. creating an awesome marketing plan
 - c. defining clear goals and measurable objectives
 - d. setting a realistic budget

34. The type of survey *most* likely to be completed is conducted:
 - a. electronically
 - b. face-to-face
 - c. over the telephone
 - d. using paper-and-pencil

35. The focus group consists of 10 to 12 participants from targeted audiences:
 - a. to answer open-ended questions that serve as meeting feedback
 - b. to market an event to more people
 - c. to receive special treatment at a conference
 - d. to organize and implement meetings

**BUSINESS MEETING MANAGEMENT CONCEPTS—OPEN
REGIONAL 2017**

Page 7 of 9

36. All people affected by an event or meeting are called:
- customers
 - participants
 - members
 - stakeholders
37. The long-term plan of action for future conferences is called:
- strategic planning
 - mission generation
 - management strategy
 - program of work
38. _____ is the purpose of a company, organization, or person.
- Objective
 - Mission statement
 - Program of work
 - Code of ethics
39. Specific, measurable, and prioritized goals are called:
- mission statements
 - code of ethics
 - objectives
 - long-term plans
40. Program details should be designed to meet participants':
- needs
 - learning styles
 - expectations
 - all of the above
41. The program outline does *not* include:
- topics
 - meeting content
 - potential speakers
 - feedback from participants
42. An integrated marketing plan for a national convention does *not* include:
- direct-mail brochures
 - financial analysis
 - publicity
 - sponsorship

**BUSINESS MEETING MANAGEMENT CONCEPTS—OPEN
REGIONAL 2017**

Page 8 of 9

43. The *most* economical time to schedule a conference for participants is during:
- shoulder periods
 - peak season
 - summer
 - weekdays
44. Hotel rooms held or marked for a special meeting or conference are called:
- a reserved set
 - a block of rooms
 - revenue rooms
 - walk-in rooms
45. Some individuals attend meetings for continuing education. They receive a(n) _____ to validate their attendance.
- receipt
 - award
 - certificate of attendance
 - diploma
46. An example of an ancillary program in conjunction with a meeting is:
- the opening session speaker
 - the awards luncheon
 - brainstorming sessions
 - sightseeing tours
47. The period that falls between a hotel's peak and off season is called:
- off-peak
 - pre-peak
 - shoulder
 - low
48. For a meeting planner, the term *spend* is:
- the amount of money that a meeting is expected to cost
 - the man-hours necessary to get a meeting organized
 - the time-on-the-ground for a meeting
 - how much travel will cost to attend a meeting
49. For a meeting planner, the stakeholders are the:
- personnel necessary to organize an event
 - conference workers at the event
 - management team for an event
 - people who attend/participate in the event

50. Planning a successful meeting:
- a. can typically be completed in a short period of time
 - b. may take months or years to organize from start to finish
 - c. will usually not be worth the time spent on organizing it
 - d. will require very few hours to accomplish



BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

REGIONAL – 2017

TOTAL POINTS _____ (100)

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

Property of Business Professionals of America.
May be reproduced only for use in the Business Professionals of America
Workplace Skills Assessment Program competition.



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