

BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

REGIONAL – 2018

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. 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

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MULTIPLE CHOICE

Directions: Identify the choice that best completes the statement or answers the question.

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 offset 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
 - d. 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 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. _____ is *not* a preparation to make before a meeting.
 - a. Reserving a meeting room
 - b. Writing the minutes
 - c. Notifying the meeting participants
 - d. Collecting agenda items

6. During a brainstorming session _____.
 - a. only interesting or realistic ideas are recorded
 - b. criticism of ideas offered is welcomed
 - c. explanations and combinations of ideas are encouraged
 - d. the meeting leader should offer most of the ideas

7. The meeting seating arrangement that best allows the leader to control the discussion is a(n) _____.
 - a. round table or circle layout
 - b. rectangle table layout
 - c. u-shaped arrangement
 - d. classroom set up

8. Business travel follow-up activities _____.
 - a. should be completed as soon as possible after a trip
 - b. may include completing a travel expense report
 - c. may include writing thank you notes and sending follow-up e-mail messages
 - d. all of the above

9. The venue best suited for large concerts is _____.
 - a. the football stadium
 - b. the conference center
 - c. the hotel
 - d. the convention center

10. 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

11. Which event staff member is responsible for setting up projectors and presentation equipment?
 - a. exhibit contractor
 - b. building engineer
 - c. meeting professional
 - d. AV contractor

12. 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

13. 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

14. The speaker at a conference General Event Session is called the _____.
 - a. keynote speaker
 - b. break-out speaker
 - c. session speaker
 - d. sponsored speaker

15. 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

16. Securing enough hotel rooms for a conference is part of the _____ responsibility for meeting professionals.
 - a. audio visual
 - b. production
 - c. logistics
 - d. housing

17. Determining the order of events and who is responsible for each event is part of _____.
 - a. managing
 - b. leading
 - c. controlling
 - d. logistics

18. The *most* important characteristic 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

19. 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

20. 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

21. 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

22. The management act of defining measurable goals and objectives is _____.
- controlling
 - organizing
 - planning
 - staffing
23. Outsourced services are performed by _____.
- individuals hired by the venue
 - individuals in charge of a meeting or conference
 - in-house departments
 - organizations outside of the actual meeting venue
24. _____ coordinate all aspects of professional meetings and events.
- Meeting planners
 - Hospitality professionals
 - Special event professionals
 - Event planners
25. _____ create programs addressing the purpose, message or impression that their organization or client is trying to communicate.
- Meeting planners
 - Event planners
 - Special event professionals
 - Hospitality professionals
26. _____ is a professional community for the global meetings industry.
- American Meeting Association (AMA)
 - National Meeting Association (NMA)
 - Meeting Professionals International (MPI)
 - Conventions and Visitors Bureau (CVB)
27. A large group of people who meet to deliberate about a specific topic is a _____.
- conference
 - meeting
 - federation
 - special event
28. The emcee of the event is also known as the _____.
- managing chairperson
 - managing company
 - main center
 - Master of Ceremonies

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

36. 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
37. Showing concern and understanding for the meeting client is an example of _____.
a. ethics
b. goodwill
c. empathy
d. work ethic
38. Meeting planners who demonstrate a friendly or kind attitude are demonstrating _____.
a. common sense
b. work ethic
c. empathy
d. goodwill
39. A conference center has Coca Cola® in all of its food outlets. In this situation, Coca Cola® is a _____.
a. distributor
b. retailer
c. vendor
d. wholesaler
40. Return on investment is the _____.
a. gain or loss as a result of an investment of time and money
b. rate of participant satisfaction
c. rationale for participating in an event
d. economic reason for an event
41. The program design is based on _____.
a. goals and objectives
b. return on investment
c. market share
d. market segment
42. Realtors attending an investment conference are an example of a _____.
a. focus group
b. demographic
c. specialized group
d. market segmentation
43. A seminar _____ led by a specialist.
a. is a type of camp
b. is a class held in a hotel
c. involves a large group of people
d. is a lecture involving a small group of people

44. All of the following are parts of a speaker contract *except* _____.
- fee
 - AV requirements
 - insurance
 - cancellation policies
45. Today's business climate requires _____.
- lifelong learning
 - expensive continuing education
 - special incentives for workers
 - high wages
46. Continuing education is required in professions for all of the following reasons *except* _____.
- certification
 - job insecurity
 - licensing
 - recertification
47. The break-even point for a meeting is defined as _____.
- the point where the maximum number of attendees are registered
 - the point at which enough sponsors pay for the entire event
 - the point at which all attendees have paid their registration fees
 - the point at which income equals expenses
48. Two accounting methods most widely used in the event planning industry are _____.
- Event Accounting & Accrual Accounting
 - Event Accounting & Cash Accounting
 - Cash Accounting & Accrual Accounting
 - Zero-Based Accounting & Cash Accounting
49. This tool captures all of the information gathered and provides a list of basic specifications for an event.
- event skeleton
 - event profile
 - event resume
 - event spec sheet
50. _____ is a slow time for the meeting industry.
- Shoulder period
 - High season
 - Low vacancy
 - Prosperity



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

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