

BUSINESS MEETING MANAGEMENT (590)

—OPEN EVENT—

REGIONAL – 2019

DO NOT WRITE ON TEST BOOKLET

TOTAL POINTS _____ (100 points)

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

1. With respect to organizational structure for meeting planning, environment refers to
 - A. facilities.
 - B. group dynamics of the conference attendees.
 - C. demographics.
 - D. how work is done.

2. Considering “what if” when making meeting plans is referred to as
 - A. SWOT analysis.
 - B. scenario building.
 - C. benchmarking.
 - D. environmental scanning.

3. The term that means that all group members agree that the essential parts of a solution are acceptable is
 - A. minority rule.
 - B. consensus.
 - C. majority rule.
 - D. domination.

4. _____ is *not* part of the development phase for meeting planning.
 - A. Evaluating objectives
 - B. Developing a mission
 - C. Describing the business market
 - D. Setting objectives

5. Conventions receive positive publicity at no cost through a(n)
 - A. press release.
 - B. direct mail campaign.
 - C. advertisement.
 - D. bulk mailing.

6. The Housing Bureau is a (an) _____ that can assist in group reservations.
 - A. third-party vendor
 - B. in-house vendor
 - C. in-house reservations
 - D. virtual booking agency

7. Variable meeting costs are based on the
 - A. the rate of inflation.
 - B. occupancy rate of the conference center.
 - C. the number of meeting attendees.
 - D. number of meetings scheduled per month.

8. 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

9. A permit granted by a foreign government for a person to enter its country is a _____.
 - A. passport
 - B. work permit
 - C. visa
 - D. travel permit

10. The hospitality organization that plans successful meetings does *not* allow people _____.
 - A. to set their own agenda
 - B. to become specialized in their work tasks
 - C. to use power and authority more productively
 - D. to understand and react to external forces more efficiently

11. Which of the following is *not* a step in the meeting planning process?
 - A. Determine alternative courses of action.
 - B. Analyze the situation.
 - C. Follow your first instincts in order to not miss opportunities.
 - D. Establish objectives.

12. Which of the following is *not* an element of the external environment when planning a meeting or conference?
 - A. current hotel personnel
 - B. culture
 - C. economy
 - D. government regulations

13. _____ occurs when meeting managers receive so much information that they become confused, hesitant, or reluctant to make a decision.
 - A. Intuitive approach
 - B. Information overload
 - C. Knowledge management
 - D. Non-programmed decision

14. Experienced meeting planners take shortcuts for decision making referred to as _____.
 - A. knowledge communities
 - B. synectics
 - C. rules of thumb
 - D. logistics

15. Which of the following is *not* true about groupthink?
- A. occurs when group members try hard to agree
 - B. makes the decision process efficient
 - C. frequently ignores an individual member's point of view
 - D. appreciates each member's unique input
16. Problem solving _____.
- A. is the same as decision making
 - B. always involves decision making
 - C. involves creating alternatives to reach a goal or objective
 - D. all of the above
17. Which of the following items is *not* an internal environment factor for meeting planners?
- A. performance
 - B. government regulation
 - C. adherence to standards
 - D. accomplishment of objectives
18. _____ looks at the weaknesses and strengths of possible venues for a meeting.
- A. Benchmarking
 - B. SWOT analysis
 - C. Environmental scanning
 - D. Scenario building
19. _____ are *not* included in the external environment for meeting planning.
- A. Demographic trends
 - B. Cultural trends
 - C. Economic trends
 - D. Company financial trends
20. _____ leadership often results in a decline in employee performance.
- A. Situational
 - B. Democratic
 - C. Autocratic
 - D. Open
21. Measurable responsibility standards called _____ are set for corporations delivering sustainable events and socially responsible programs.
- A. benchmarks
 - B. mission statements
 - C. objectives
 - D. performance indicators

22. _____ is *not* a preparation to make before a meeting.
- A. Reserving a meeting room
 - B. Recording the minutes
 - C. Notifying the meeting participants
 - D. Collecting agenda items
23. A basketball arena only sells Pepsi® products. In this situation, Pepsi® is a _____.
- A. retailer
 - B. distributor
 - C. wholesaler
 - D. vendor
24. The *most* important characteristic of successful meeting professionals is _____.
- A. upholding the industry's *Principles of Professionalism*
 - B. outgoing popular personality
 - C. financial expertise
 - D. membership in numerous professional organizations
25. Meeting planning does *not* _____.
- A. mean that every employee becomes actively involved in the actions of the organization
 - B. involve customer service
 - C. empower employees charged with the event
 - D. ensure meeting success
26. The _____ room set-up is good for long lectures.
- A. auditorium style
 - B. classroom style
 - C. U-shape style
 - D. hollow style
27. Client contracts require _____ insurance to cover potential losses suffered by meeting participants.
- A. property
 - B. liability
 - C. venue
 - D. no fault
28. The external environment _____.
- A. deals with anything that is within the organization
 - B. concerns factors that are under the control of the organization
 - C. rarely impacts meetings
 - D. involves factors beyond the organization's control

29. Completing the development phase for a meeting does *not* include _____.
- A. constructing accounting, marketing, production, promotion, pricing, distribution, and information systems
 - B. formulating the organization's mission
 - C. reviewing past and present strategies for success and failure
 - D. using strategic tools to assess the organization's external and internal environments
30. Which of the following is *not* a demographic trend in the United States?
- A. Americans are aging.
 - B. There are more women than men in the United States.
 - C. The Hispanic population in the United States is declining.
 - D. People are living longer.
31. _____ are companies that phone, fax or email attendees and exhibitors claiming to offer good deals on hotel rooms.
- A. Housing pirates
 - B. Housing raiders
 - C. Economy properties
 - D. Extended stay properties
32. Functional strategies for meeting planners _____.
- A. are long-term in nature
 - B. are not related to human resources issues
 - C. are short-term in nature
 - D. focus on cost leadership
33. Which of the following is *not* an ultimate purpose of strategic meeting planning?
- A. evaluate and respond to external and internal environmental changes
 - B. examine strategies for correct direction and successful results
 - C. organize people in the most effective manner.
 - D. develop solutions for current emergencies
34. Diversity involves differences in all of the following *except* _____.
- A. race
 - B. ethnicity
 - C. lifestyle
 - D. political preference
35. Change is constantly occurring in the meeting and convention industry. Which of the following is *not* a tool for change?
- A. reprimand people
 - B. communicate with people
 - C. educate people
 - D. support people

36. Empowered employees _____.
- A. rise up against the company
 - B. are given more decision-making opportunities within the company
 - C. are strictly supervised
 - D. need more self-esteem
37. Hard issues are an organization's _____.
- A. symptoms
 - B. problems
 - C. highlights
 - D. assets
38. _____ is a planning process whereby an organization learns from the “best practices” within the industry or other successful companies.
- A. Benchmarking
 - B. SWOT analysis
 - C. Environmental scanning
 - D. Scenario building
39. Staff development in the hospitality industry _____.
- A. is fully taken care of through orientation
 - B. is necessary due to the latest technology
 - C. is rarely upbeat
 - D. should be optional for employees
40. Video allows people at two or more distant location to conduct two-way communication through video and audio. This type of meeting is classified as _____.
- A. teleconferencing
 - B. teletype
 - C. a webcast
 - D. virtual conferencing
41. _____ prevents discrimination against people with disabilities.
- A. The Americans with Disabilities Act
 - B. The EEOC
 - C. Title IX
 - D. ERA
42. 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

43. The program outline does *not* include _____.
- A. topics
 - B. meeting content
 - C. potential speakers
 - D. feedback from participants
44. Some individuals attend meetings for continuing education and receive a(n) _____ to validate their attendance.
- A. receipt
 - B. award
 - C. certificate of attendance
 - D. diploma
45. The most economical time to schedule a conference for participants is during _____.
- A. shoulder periods
 - B. peak season
 - C. summer
 - D. weekdays
46. All people affected by an event or meeting are called _____.
- A. customers
 - B. participants
 - C. members
 - D. stakeholders
47. A meeting should be called _____.
- A. anytime your group needs to share information
 - B. at least once each day
 - C. when a meeting is the best way to achieve your objective
 - D. rarely, because it usually is a waste of productive time
48. The meeting planner for a major convention will submit a(n) _____ several years in advance to determine where the meeting will take place.
- A. RFP (request for proposals)
 - B. contract
 - C. invoice
 - D. agenda

49. The venue *best* suited for large concerts is a _____.
- A. football stadium
 - B. conference center
 - C. hotel
 - D. convention center
50. 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

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TOTAL POINTS

_____ *(100 points)*

**Graders: Please double check and verify all scores
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BUSINESS MEETING MANAGEMENT - CONCEPTS—OPEN – REGIONAL 2019**ANSWER KEY**

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