

**DO NOT WRITE ON TEST**



**BUSINESS MEETING  
MANAGEMENT  
CONCEPTS  
~OPEN EVENT~**

**(590)**

**REGIONAL 2021**

**TOTAL POINTS \_\_\_\_\_ 100 Points**

**Test Time: 60 minutes**

**Directions:** Choose the best answer to each question by indicating the letter that represents your response. For true and false, please select A for true and B for false.

1. A conference, business meeting, or an event is held in what is known as \_\_\_\_\_.
  - a. event space
  - b. building location
  - c. exhibit hall
  - d. event venue
  
2. A meeting planner who acts on behalf of the represented organization will work with the \_\_\_\_\_ when deciding a menu for their event.
  - a. sales manager
  - b. event wait staff
  - c. catering manager
  - d. event supervisor
  
3. Meeting space that is to be set-up in classroom style means \_\_\_\_\_.
  - a. chairs face one direction
  - b. chairs face one direction with long tables to serve as desk or writing space
  - c. chairs face one direction with round tables to serve as a desk or writing space
  - d. chairs face in multiple directions with tables to mimic a classroom environment
  
4. The term or acronym BEO stands for \_\_\_\_\_.
  - a. Banquet Event Order
  - b. Banquet Electronic Orders
  - c. Bring Equipment Optional
  - d. Bring Event Opportunities
  
5. Meeting planners can be best defined as someone who \_\_\_\_\_.
  - a. plans and arranges events on behalf of an organization or company
  - b. plans, arranges, and executes an event on behalf of an organization or company
  - c. plans events on behalf of an organization or company
  - d. plans, arranges, and executes an event on behalf of an organization or company with follow-up after the event
  
6. Meeting planners work well independently or as a team member.
  - a. True
  - b. False
  
7. Meeting and event planners use logical ways of thinking when looking at a project and understanding what needs to be done to ensure its success.
  - a. True
  - b. False

8. The acronym CMP stands for \_\_\_\_\_.
  - a. Custom Meeting Planner
  - b. Certified Meeting Producer
  - c. Certified Meeting Planner
  - d. Custom Meeting Production
  
9. When a meeting planner or their dedicated team is marketing to potential exhibitors, they should use \_\_\_\_\_.
  - a. advertisement for the event
  - b. an exhibitor prospectus
  - c. an outside agency
  - d. electronic communication to make connections
  
10. A room set-up with chairs on all sides of a single table is best known as \_\_\_\_\_.
  - a. u-shape meeting room style
  - b. classroom style
  - c. theater style
  - d. boardroom style
  
11. When looking for an initial space or venue, the meeting planner will reach out to the venue \_\_\_\_\_.
  - a. owner
  - b. sales staff
  - c. reservation or housing staff
  - d. event coordinator
  
12. Organizations looking to host an event at a venue within the next five (5) years are considered to be using \_\_\_\_\_ planning.
  - a. long-term
  - b. strategic
  - c. intermediate
  - d. short-term
  
13. When measuring your customer satisfaction for an event, a planner will look at the \_\_\_\_\_.
  - a. value of membership
  - b. ease of checking-in at the hotel front desk
  - c. pre-registration or registration for the event
  - d. special tours offered during the event or conference
  
14. Occupancy in a hotel is important for the event. For ease of checking-in to the hotel, having a low occupancy rate assists for easy check-in.
  - a. True
  - b. False

15. An inexpensive and effective way to market your event to potential attendees would be \_\_\_\_\_.
- direct mailers
  - social media
  - bulk mailing of advertisements
  - word-of-mouth
16. If your attendee is using a company or organization credit card, it is best to have each attendee submit a \_\_\_\_\_ with the hotel directly.
- credit memorandum
  - credit card application
  - credit card authorization form
  - open a line of credit with the hotel
17. An effective and more economical way to conduct a business meeting between you and a neighboring country would be called a(n) \_\_\_\_\_.
- webinar
  - virtual conference
  - telecommute
  - electronic meeting
18. The meeting planner may have committees and/or chairs of committees assisting them from time to time to execute the event.
- True
  - False
19. The purpose of a theme and/or tagline used in an event is to carry out the experience that a guest may encounter.
- True
  - False
20. A Request for Proposal process *could* be used when trying to select all *except* \_\_\_\_\_.
- catering company
  - venue location
  - goals for event
  - on-site marketing
21. Support service for a meeting planning would include all *except* \_\_\_\_\_.
- hotel housekeeping
  - audiovisual
  - exhibit hall set-up
  - wait staff

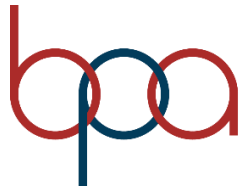
22. The meeting in which all details with all entities or departments of the venue are discussed for a hopeful successful event is known as \_\_\_\_\_.
- post-conference meeting
  - pre-conference meeting
  - initial set-up meeting
  - meet and greet meeting
23. The \_\_\_\_\_ requires that all attendees with disabilities are *not* discriminated against and are accommodated during attendance at an event.
- The Equal Employment Opportunity Commission
  - The Equal Attendee Discrimination Act
  - The Americans with Disabilities Act
  - The Title IX Amendment Act
24. A hotel may send out a \_\_\_\_\_ as an attempt to obtain your business of major events and/or meetings.
- GDP
  - GPS
  - personalized mailers
  - RFP
25. This document would *best* be used to assist with reviewing financial information after the event has been held \_\_\_\_\_.
- budget
  - income statement
  - W-2 form
  - shipping slip
26. Which style of set-up would be best to use if there is a keynote address during the meeting or event?
- classroom style
  - theater style
  - tables in a round
  - boardroom style
27. A standard five (6) foot rectangle table will seat comfortably how many people?
- 8-10 people
  - 4-6 people
  - 10-12 people
  - 6-8 people
28. When calculating food and beverage expenses, coffee is usually priced \_\_\_\_\_
- per cup
  - per gallon
  - by how much is served
  - a flat rate for the entire service

29. Which computer software would be very beneficial to a meeting planner during the planning stages?
- Notepad
  - Word
  - Access
  - Excel
30. It is important to include in your contract with the venue *not* only the method of payment in which you prefer to use to pay your expense(s) incurred, but also the authorized user on the account.
- True
  - False
31. Clear communication is *not* essential to event and meeting planning.
- True
  - False
32. Marketing is the *most* essential factor to any event being successful.
- True
  - False
33. An effective way to receive feedback from meeting attendees/participants is to \_\_\_\_\_.
- poll the audience
  - interview samples of attendees
  - e-mail communication
  - survey the attendees
34. During the beginning stages of planning a meeting and/or event, the planner should consider this first \_\_\_\_\_.
- location
  - objectives
  - agenda
  - theme
35. When obtaining a keynote speaker for an event, the planner should contact the \_\_\_\_\_.
- convention visitor bureau
  - talent agency
  - venue talent scout
  - speakers bureau
36. Utilizing a conference or meeting app can increase your stakeholder interaction throughout your event.
- True
  - False

37. There should be at least a \_\_\_\_\_ allowance around each participant in any set-up for seating.
- 3-foot
  - 2-foot
  - 6-foot
  - 4-foot
38. Which of the following should occur *first* in a meeting agenda?
- adjournment
  - roll call
  - approval of minutes
  - call-to-order
39. Which of the following serving styles would be *best* for an event of several hundred attendees with a maximum dining experience?
- full-service plated meal
  - quick-service plated meal
  - buffet style
  - full-service plated meal with no dessert
40. The drapery over a table is best known as \_\_\_\_\_.
- table drapery
  - table linen
  - table skirt
  - table dressing
41. A recommended microphone style for a keynote speaker who needs to be mobile would be \_\_\_\_\_.
- lapel microphone
  - wireless handheld microphone
  - podium microphone
  - no microphone
42. Consider food allergies and religious food requests at the beginning of the meal being served.
- True
  - False
43. A table that is stationed at the front of the banquet room or setting and sometimes is elevated is known as the \_\_\_\_\_.
- front table
  - master table
  - VIP table
  - head table

44. Approval of the meeting minutes from the previous meeting *must* be approved by vote at each meeting.
- True
  - False
45. Name tags worn by attendees at a function should *always* be worn on \_\_\_\_\_.
- right side if it is a bull dog clip style name holder
  - left side if it is a bull dog clip style name holder
  - left side if it is a pin design clip style name holder
  - left side if it is a magnet style name holder
46. All the following will be mentioned on the BEO, *except* \_\_\_\_\_.
- room location
  - set-up of the room
  - objectives of the meeting
  - signature line for approval
47. The \_\_\_\_\_ will assist with the organization emergency protocol during an event.
- BEO
  - Crisis Management Plan
  - Event Marketing Plan
  - Security Enforcement Plan
48. Following up with vendors after an event is a step necessary to your \_\_\_\_\_.
- Post Survey
  - Post Conference
  - Post Plan
  - Post Objectives
49. When hotel rooms or meeting rooms are held under contract at the venue, these rooms are called:
- housing block
  - special rooms
  - housing coordination
  - housing consideration
50. The period between a hotel's peak period and off-peak period is referred to as \_\_\_\_\_.
- low period
  - shoulder period
  - economical period
  - best time to buy period





**BUSINESS  
PROFESSIONALS**  
of **AMERICA**  
Giving Purpose to Potential



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CONCEPTS  
~OPEN EVENT~  
(590)  
REGIONAL 2021**

**TOTAL POINTS**

\_\_\_\_\_ **100 Points**

**Test Time: 60 minutes**

BUSINESS MEETING MANAGEMENT CONCEPTS

REGIONAL KEY 2021

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