

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1)

What type of association meeting is usually the smallest?

1)

A)

Educational seminars

B)

Conventions

C)

Training meetings

D)

Board meetings

2)

What does "SMERF" stand for?

2)

A)

Society Market Exposition Return Fraternal

B)

Society Military Educational Religious Fraternal

C)

Social Military Educational Religious Fraternal

D)

Social Market Exposition Return Fraternal

3)

What does "EMC" stand for?

3)

A)

Exhibition Management Companies

B)

Exhibition Market Commerce

C)

E-mail Commerce

D)

Exposition Market Community

4)

Which of the following does not organize a meeting?

4)

A)

DMCs

B)

IMPs (Independent Meeting Planners)

C)

DMPs (Dependent Meeting Planners)

D)

CVBs

5)

Organizations of persons having a common interest, such as professional, industry, education, scientific, or social, are

5)

A)

Associations

B)

Corporations

C)

Sponsors

D)

Gatherings

6)

A major difference between associations and corporate gatherings is

6)

A)

Conference fees are paid with annual convention revenue.

B)

Association meetings are attended by Board of Directors only.

C)

Association attendance is mandatory.

D)

None of the above

7)

What is a type of corporate gathering?

7)

A)

Management meeting

B)

Training meeting

C)

Board meeting

D)

All of the above

8)

What type of meeting is usually led by an expert and allows participants to voice their views and experiences?

8)

A)

Training meeting

B)

Regional conference

C)

Educational meeting

D)

Board meeting

9)

Which of these sectors holds more meetings than any of the others, though their meetings are smaller than the meetings of other sectors?

9)

A)

Associations

B)

Corporations

C)

Government

D)

Religious groups

10)

_____ meetings are different from every other type of conference.

10)

A)

Government

B)

Association

C)

Board

D)

Department

11)

Which of the following is true about meetings and gatherings?

11)

A)

DMC stands for Deciding Meeting Centers.

B)

Associations are concerned about price and the attractiveness of the location.

C)

A gathering must be held in a convention center.

D)

Corporate meetings are voluntary.

12)

What are the trips that companies reward their top performers based on stated criteria?

12)

_____ A)
Training seminars

B)

Conventions

C)
Incentive trips

D)

All of the above

13)
Who are able to attend stockholders meetings?

13)

_____ A)
Company executives running the company itself
B)
Anybody interested in buying stock in the company
C)
People who own 20% or more of the company
D)
Anybody who holds shares of a company

14)
Which sector holds the most meetings?

14)

_____ A)
Corporations

B)

Associations

C)
Government

D)

Not-for-profit organizations

15)
The top city holding meetings in 2013 in the Asia Pacific region was

15)

_____ A)
Paris

Singapore

Barcelona

Berlin

16)
The top city hosting meetings in 2013 in the United States was

16)

_____ A)
Las Vegas

Atlanta

Chicago

Orlando

17)
Legally chartered enterprises that conduct business on behalf of their owners with the purpose of making a profit and increasing its value is

17)

_____ A)
A convention

An association

B)

C)

D)

B)

C)

D)

B)

C)

A fraternity

D)

A corporation

18)

Which of the following is a professional association of the MEEC industry?

18)

- _____
- A)
Center for Association Leadership
 - B)
American Society of Association Executives
 - C)
Meeting Professionals International
 - D)
All of the above

19)

What does PCMA stand for?

19)

- _____
- A)
Professional Courtesy Meeting Association
 - B)
Professional Convention Management Association
 - C)
Private Corporation Management Association
 - D)
None of the above

20)

This term emerged in the meetings industry and involves the use of technology to help engage attendees during a meeting.

20)

- _____
- A)
Gamification

B)

Smart Phone

C)

IT

Tech Geek

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

21)

Cities derive more than 50% of their income from MEECs.

21)

22)

Trade shows are exhibits of products and services that are open to the public and may either be part of a convention or stand alone.

22)

23)

Conventions can be held anywhere there is space.

23)

24)

The number-one reason attendees voluntarily go to events is for networking.

24)

25)

The association's board of directors typically meets several times a year to provide collective advice and direction to the association. These meetings are known as board meetings.

25)

26)

The definition of "corporations" used in this chapter is "legally chartered enterprises that conduct business on behalf of their owners with the purpose of making a profit and increasing its value.

26)

27)

The top city hosting meetings in 2013 both in the United States and internationally was Las Vegas.

27)

28)

Persons attending small associations with members who join for Social, Military, Religious, and Fraternal reasons tend to pay their own expenses.

28)

29)

Attendance at association meetings is usually mandatory.

29)

30)

Per Diem rates refers to the amount of money a government attendee can spend annually on items like lodging and meals.

30)

31)

Government meetings often require a disproportionately smaller amount of function space relative to the number of sleeping room nights booked.

31)

32)

The Trade Show Exhibition is generally not open to the public, while Exhibitions are usually open to the public

32)

33)

The definition of Public Shows is exhibits of products and services that are open to the public and usually charge an admission fee.

33)

34)

Meeting Management Companies are also known as Third Parties and operate on a contractual basis but limit their services to providing either selected or comprehensive meeting management services.

34)

35)

The technology has not yet caught up such that Virtual Trade Shows are possible today.

35)

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match each type of gathering sponsored by corporations to its description.

36)

Stockholders Meeting

A)

Often held to upgrade the performance of the sales staff, distributors and retailers, and to introduce new products and services

36)

37)

Board Meeting

37)

38)

Management Meeting

B)

Held to bring managers and others up to date on issues relevant to their role within the company and to enhance the knowledge of their service providers

38)

39)

Training Meeting

39)

40)

40)

41)

C)

Held for numerous reasons such as a need to bring decision makers and important personnel together to develop plans, review performances, or improve processes

Incentive Trip

41)

42)

Sales Training and Product Launches

42)

43)

Professional and Technical Training

43)

D)

The governing body of a corporation typically meets several times a year, usually in the city where the corporation is located

E)

Voting shareholders are invited to attend an annual meeting

F)

Held to bring managers and key employees up-to-date on improved methods of job performance

G)

Awarded to top performers based on certain criteria

H)

Mainly tradeshowes where exhibitors display their products to a local public

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

44)

Explain why conventions are so important to associations' annual revenues.

45)

Discuss the suggestions that the text has for implementing security at a government function.

46)

Discuss the various characteristics that make government meetings unique.

1)

D

2)

C

3)

A

4)

C

5)

A

6)

D

7)

D

8)

C

9)

B

10)

A

11)

B

12)

C

13)

D

14)

A

15)

B

16)

D

17)

D

18)

D

19)

B

20)

A

21)

TRUE

22)

FALSE

23)
TRUE
24)
TRUE
25)
TRUE
26)
TRUE
27)
FALSE
28)
TRUE
29)
FALSE
30)
FALSE
31)
FALSE
32)
TRUE
33)
TRUE
34)
TRUE
35)
FALSE
36)
E
37)
D
38)
C
39)
F
40)
H
41)
G
42)
A
43)
B
44)
45)
46)