

Test Bank Questions

MULTIPLE-CHOICE QUESTIONS

Chapter 2

1. The five phases in the Event Leadership process include:
 - A. Research and design
 - B. Planning and coordination and evaluation
 - C. None of these
 - D. A & B
2. The first phase in the Event leadership process is:
 - A. Design
 - B. Planning
 - C. Research
 - D. Evaluation
3. Evaluation is directly connected to:
 - A. Research
 - B. Evaluation
 - C. Design
 - D. Planning
4. Event managers primarily use quantitative research to determine demographic information such as:
 - A. Lifestyles
 - B. Attitudes
 - C. Values
 - D. Age, gender, and income
5. One type of qualitative event management research includes conducting:
 - A. Surveys
 - B. Focus groups
 - C. Intercept interviews
 - D. None of the above
6. It is best to use:
 - A. Both quantitative and qualitative research
 - B. Only quantitative research
 - C. Only qualitative research
 - D. Ethnocentric Pearson's Profiles

7. Your Event Leadership research should be:
- A. Highly valid
 - B. Highly reliable
 - C. Highly favorable
 - D. A & B
8. When selecting the appropriate pre-event research method for examining the culture of the local community where the event will occur you may wish to:
- A. Collect only demographic data
 - B. Collect only psychographic data
 - C. A & B
 - D. Use participant/Observer techniques
9. The term EMBOK means:
- A. Event Management Body of Knowledge
 - B. Event Motor Becomes King
 - C. Electrical Management Business Knowledge
 - D. Environmental Management Body of Knowledge
10. A strength of your event could be:
- A. A strong budget
 - B. A strong staff
 - C. A strong sponsorship history
 - D. All of the above
11. A planned event strength is generally:
- A. Known
 - B. Predictable
 - C. Neither known or predictable
 - D. All of the above
12. A planned event weakness is generally:
- A. Poorly trained volunteers
 - B. Poorly trained staff
 - C. A & B
 - D. Too few coffee cups
13. A planned event opportunity is generally:
- A. Predictable but perhaps unknown
 - B. Unknown
 - C. Unlikely
 - D. None of the above

14. Planned opportunities may include all:
- A. Too little sponsorship
 - B. Too much money
 - C. Potential sponsorship
 - D. All of the above
15. Planned event threats may include:
- A. Weather
 - B. Terrorism
 - C. Reduced attendance
 - D. All of the above
16. A planned event threat is a future occurrence that may:
- A. Threaten the audience
 - B. Threaten the event planner
 - C. Threaten overall successful outcome of the event
 - D. Threaten the volunteers
17. A comprehensive needs assessment for your event will include:
- A. A SWOT analysis
 - B. A GAP analysis
 - C. Determination of feasibility, viability and sustainability
 - D. All of the above
18. A GAP analysis identifies:
- A. The gaps in service quality that must be closed
 - B. The gaps in the street
 - C. The gaps in the phone lines
 - D. The gaps in the volunteer's teeth
19. To communicate effectively with event stakeholders, you may wish to use a:
- A. Online bulletin board
 - B. Suggestion box
 - C. System of having open office hours
 - D. All of the above
20. The term CSR means:
- A. Corporate Rotation Success
 - B. Corporate Social Responsibility
 - C. Corporate Responsibility Significance
 - D. Colloquial Renegade Standard

Answer Key

Chapter 2

1. D
2. C
3. A
4. D
5. B
6. A
7. D
8. D
9. A
10. D

11. A
12. C
13. A
14. C
15. D
16. C
17. D
18. A
19. D
20. B