

1. Is the following statement true or false?

Demand for any event is not easy to estimate or predict.

ANS: True

Rationale: Event professionals are not able to readily estimate or predict the demand for an event due to numerous factors, such as consumer motivation, disposable income, event profile and image, seasonality, and market saturation. Appropriate market research is therefore critical in order to assess the potential demand for an event and any constraints that may affect the event.

2. Estimating the economic value of the events industry is:
- a. easy and quantifiable.
 - b. completely pointless.
 - c. complex and difficult.
 - d. a challenge worth striving for.

ANS: C

Rationale: Estimating economic values and impacts of any industry is exceptionally complex and difficult, but there is a growing body of data relating to the economic value of the event industry. BVEP produce regular reports examining the event industry and valued the UK events industry at £41.4billion in 2017 (as shown in Table 1).

Sector	Economic Value
Conferences and meetings	£19.2 billion
UK Exhibitions and trade shows	£11 billion
Global Exhibitions by UK Organisers	£2 billion
Sporting events	£2.3 billion
Music Events	£2.3 billion
Incentive Travel	£1.2 billion
Corporate hospitality	£1.2 billion
Outdoor events	£1.1 billion
Festivals and cultural events	£1.1 billion
Total	£41.4 billion

Table 1 Opportunities for Global Growth in Britain's Events Sector (2017, pg 4).

3. For collecting attendance data which of the following is correct?
- There is an informal format for collecting attendance data.
 - There is a formal format for collecting attendance data.
 - There is no formal format for collecting attendance data.
 - There are no attendance data.

ANS: C

Rationale: As events vary in size, scale and type, collecting data is significantly difficult and there is no set methodology for collecting it. This means that any attendance data or economic data is piece meal in its design and provides estimates at best.

4. How many aspects of continuous monitoring can event professionals record for their events to assist in analyzing consumer behavior?
- One.
 - Three.
 - Five.
 - Eight.

ANS: C

Rationale: There are five areas that event professionals can monitor for their events which assist our understanding of how events and festivals can be planned and marketed. These are visitor numbers; visitor spend; visitor activity and participation; advertising effectiveness; visitor satisfaction.

5. Is the following statement True or False?

In the UK the average weddings can vary considerable on cost.

ANS: True

Rationale: The cost of an average wedding in the UK can vary greatly from as little as £6,000 to hundreds of thousands. In the UK the Wedding Event sector is valued at over £10bn annually (Dowson & Bassett, 2015; Hitched.co.uk, 2011). This pales into insignificance when compared to the USA where it is estimated to be worth over \$54bn a year (Daniels & Loveless, 2013; Dowson and Bassett, 2015).

6. To estimate the scope and scale of the events sector, an event professional could look at:
- a single aspect of the business.
 - every part of the business.
 - the component parts of the business.
 - overlapping elements of the business.

ANS: C

Rationale: Within the events industry there are little consistent data available which estimate the demand, income, expenditure or impact of events. Many of the event sectors may never have any quantifiable data – voluntary events, personal events and so on. There is a need for usable statistical data, which requires event professionals and events organisations to record and publish key data in the public domain. By examining the component parts of the business, it is possible to start to see the complexity of the task but also the possibilities in attempting to start gathering data to add to the domain.

7. Is the following statement True or False?

Historically, the demand for events has been influenced by technological factors.

ANS: False

Rationale: Historically, the demand for events has been influenced by social factors. Events stem from a need for social integration (between individuals / communities). Many historical events were also linked to social activities, such as public celebrations and festivals, religious manifestations, and other local (or national) traditions, rituals and ceremonies.

8. In the context of events which is more important, the primary motives for an event or the secondary motives?

ANS: The primary motives

Rationale: The primary motives are always the dominant underlying factors which influence why events are developed and delivered. The primary motives are usually the rationale for why the event is taking place – such as to exchange knowledge, create a sporting tournament or celebrate a marriage. The secondary motives are also important, however, as they often focus on social interactions or psychological factors (such as the event experience).

9. How many motives for participating at an event are there:

- | | |
|---------|----------|
| a. Two. | c. Four. |
| b. Six. | d. Nine. |

ANS: C

Rationale: There are four core motives for participation in events, which consist of physiological, social, personal, and organisational.

10. Is the following statement True or False?

Social motives are concerned with having fun only.

ANS: False

Rationale: Whilst enjoyment of an event does have some link to the social motivations of attending events, it is not the primary driver. The overarching social motives include social interaction with others, the creation and enhancement of community spirit, enhancing personal status or personal recognition of achievements, an opportunity to contribute to a philanthropic or charitable cause.

11. Is the following statement True or False?

Organisational motives are only concerned with making money.

ANS: False

Rationale: Whilst there are financial incentives behind many events this is not the only organisational motivating factor. A number of organisational motives include making sales, enhancing the organisational brand, developing the status or awareness of the organisation, engaging in community activities (CSR).

12. Personal motives include:

- | | |
|-------------------------------------|-----------------------------|
| a. making charitable contributions. | c. to be entertained. |
| b. community support. | d. seeking new experiences. |

ANS: D

Rationale: One of the key primary motives for attending events is to seek and engage in new experiences (as well as repeat experiences). Other personal motives also include a desire to learn (both formal and informal education), a desire to be creative or to experience a creative environment, and to fulfil personal ambitions.

13. Physiological motives are concerned with:

- | | |
|------------------------------------|----------------------------|
| a. social interaction with others. | c. status or recognition. |
| b. exercise or physical challenge. | d. learning and education. |

ANS: B

Rationale: A key physiological motive for attending events is to actively participate and physically experience the event. Other physiological motives can include being entertained, partaking in sustenance (food & drink), and hedonistic reasons.

14. Fringe events associated with an event:

- a. are not important.
- b. can be distracting.
- c. are no guarantee of a successful event.
- d. can be very important.

ANS: D

Rationale: Fringe events, as with the Berlin Film Festival, may offer a means of addressing the full range of primary and secondary motives driving attendance. Hence one aspect can focus on social and personal motives, whilst a fringe event can emphasise the organisational motives without conflict – remember, though, that a few fringe events have grown to overshadow their host event.

15. In the context of events, ‘delegates’ is the main term used to describe people who attend:

- a. festivals.
- b. hospitality events.
- c. weddings.
- d. MICE events.

ANS: D

PTS: 1

Rationale: Within events management the term ‘delegates’ is predominately used to describe people who attend MICE events – meetings, incentives, conferences and exhibitions (this can also include seminars, workshops, training events, diplomatic events, etc.).

16. How many different types of ‘demand’ are there for events:

- a. Three.
- b. Four.
- c. Five.
- d. Six.

ANS: B

Rationale: There are a variety of reasons why people may wish to attend an event, or not attend. These can be referred to as ‘demands’ and include current demand, future demand, latent demand, frustrated demand.

17. Current demand is a demand which:

- a. has satisfied, but in the past.
- b. could satisfy.
- c. satisfies at the moment.
- d. cannot satisfy.

ANS: C

Rationale: Current demand refers to a consumer demand which the event satisfies but only at the moment (present) and fails to consider other demands which could affect both the current and future viability of the event.

18. Is the following statement True or False?

Future demand is a demand which has not yet happened.

ANS: False

Rationale: Future demand is a demand which an event could satisfy over a normal or steady growth period. As the event grows so does the consumer demand.

19. Latent demand is that demand which is:
- a. prevented from ever being satisfied.
 - b. hidden from view.
 - c. confirmed as likely.
 - d. 'sleeping' until an event is provided for it.

ANS: D

Rationale: Latent demand is that demand which is 'sleeping' until an event is provided for it, i.e. a new sporting event proves a success

20. Is the following statement True or False?

Suppressed demand is a demand which is prevented from happening.

ANS: True

Rationale: Suppressed demand refers to a demand which exists for an event, but which cannot be realised, due to a number of 'frustrated' factors such as price, time, availability, lack of disposable income or other reasons.