BUSINESS MEETING MANAGEMENT (590)

—OPEN EVENT—

REGIONAL – 2019

DO NOT WRITE ON TEST BOOKLET

TOTAL POINTS _____ *(100 points)*

Failure to adhere to any of the following rules will result in disqualification:
1. **Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
2. **No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
3. **Electronic devices will be monitored according to ACT standards.**

No more than sixty (60) minutes testing time

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