

# BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

**REGIONAL – 2020**

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*TOTAL POINTS* \_\_\_\_\_ (100)

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## MULTIPLE CHOICE

Identify the letter of the choice that best completes the statement or answers the question.

1. \_\_\_\_\_ helps an organization decide what it wants to accomplish.
  - A. Establishing objectives
  - B. Evaluating alternatives
  - C. Analyzing the situation
  - D. Implementing the plan
  
2. Successful organizations charged with meeting planning do *not* \_\_\_\_\_.
  - A. Assign lines of authority
  - B. Coordinate special tasks of members
  - C. Assign lines of authority
  - D. Count on autocratic leadership
  
3. Meeting success depends upon \_\_\_\_\_.
  - A. Having a strategy
  - B. Having open style leadership
  - C. Lapse of ethics
  - D. Basing all decisions on the bottom line profit
  
4. Which of the following characteristics is *not* true about a meeting-planning organization?
  - A. Focuses attention on accomplishing tasks most effectively
  - B. Consists of people with specialized tasks
  - C. Empathizes with the group planning a meeting
  - D. Up sells services to meeting clients
  
5. Feedback from meeting attendees \_\_\_\_\_.
  - A. is rarely considered for future meetings
  - B. is an important function of the control system
  - C. should *not* be taken seriously
  - D. is only negative
  
6. Which of the following is *not* true about a group planning a meeting?
  - A. Consists of two or more persons
  - B. Interacts for some specific purpose
  - C. Has members who are usually cohesive
  - D. Rarely count on hospitality professionals to plan the meeting
  
7. \_\_\_\_\_ exposes a group of people to a problem and then allows them to generate ideas for a solution.
  - A. Brainstorming
  - B. Casting
  - C. The Delphi Technique
  - D. Shadowing

8. Knowledge management is important for meeting planning because it \_\_\_\_\_.
- A. is the ability of a manager to understand what is known in his or her organization
  - B. allows the organization to perceive the needs of guests
  - C. allows management to predict the impact of external economic factors
  - D. measures feedback of meeting participants
9. \_\_\_\_\_ 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
10. Objectives \_\_\_\_\_.
- A. are *not* set when planning meetings
  - B. are never in conflict
  - C. are rarely consistent with the organization's mission
  - D. reveal the priorities of the organization
11. \_\_\_\_\_ are prescribed directions for conduct in the meeting-planning industry.
- A. Objectives
  - B. Missions
  - C. Rules
  - D. Procedures
12. Hotel rooms held or marked for a special meeting or conference are called a \_\_\_\_\_.
- a. reserved set
  - b. walk-in rooms
  - c. revenue rooms
  - d. block of rooms
13. \_\_\_\_\_ looks at the weaknesses and strengths of possible venues for a meeting.
- A. Benchmarking
  - B. SWOT analysis
  - C. Environmental scanning
  - D. Scenario building
14. \_\_\_\_\_ presents the greatest challenge for strategic planning of meetings.
- A. External environment
  - B. Internal environment
  - C. Corporate management
  - D. SWOT analysis

15. \_\_\_\_\_ are *not* included in the external environment for meeting planning.
- A. Demographic trends
  - B. Cultural trends
  - C. Economic trends
  - D. Company financial trends
16. \_\_\_\_\_ 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
17. \_\_\_\_\_ refers to the basic steps that a meeting manager must take to reach objectives for the client.
- A. Strategy
  - B. Procedure
  - C. Policy
  - D. Mission
18. The \_\_\_\_\_ of the group planning a meeting reveals its purposes for being.
- A. objective
  - B. mission
  - C. internal environment
  - D. goal
19. Which of the following is *not* true about strategic management for meeting planners?
- A. Prevents problems before they happen
  - B. Reinforces the strength of group decision making
  - C. Empowers employees and managers with decision-making power
  - D. Creates information overload and confusion
20. Which of the following is *not* a step in the strategic management process for meeting planners?
- A. Create strategies to address market needs better than competitors
  - B. Formulate the organization’s mission or purpose
  - C. Describe the business market that the organization will pursue
  - D. Maintain status quo in the marketplace
21. Which of the following items is *not* part of the meeting planning company’s internal environment?
- A. Economy
  - B. Marketing strategy
  - C. Accounting procedure
  - D. Management policy

22. Orientation in the meeting-planning industry \_\_\_\_\_.
- A. is important for new employees
  - B. is necessary for successful teams
  - C. helps workers feel comfortable with their jobs
  - D. All the above
23. Communicating and associating with a variety of leaders at meetings is referred to as \_\_\_\_\_.
- A. delegation
  - B. networking
  - C. globalization
  - D. diversity
24. 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
25. Labor unions in the meeting and convention industry bargain with management for their members. This process is called \_\_\_\_\_.
- A. Arbitration
  - B. Mediation
  - C. Delegation
  - D. Collective bargaining
26. \_\_\_\_\_ leadership often results in a decline in employee performance.
- A. Situational
  - B. Democratic
  - C. Autocratic
  - D. Open
27. Teams within the meeting planning organization \_\_\_\_\_.
- A. usually are ineffective
  - B. feel responsible for the work they complete
  - C. tend to diminish the incentives for individual performance
  - D. have become less prominent than before
28. Situational leaders in the meeting-planning industry \_\_\_\_\_.
- A. understand the importance of inflexibility
  - B. maintain the same leadership style for all situations
  - C. ignore individual employee strengths
  - D. have the ability to make quick decisions

29. 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
30. Problem solving \_\_\_\_\_.
- A. is *not* the same as decision making
  - B. does *not* involve decision making
  - C. does *not* involve creating alternatives to reach a goal or objective
  - D. should *not* be delegated to employees
31. 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
32. Empowered employees \_\_\_\_\_.
- A. revolt against the company
  - B. are given more decision-making opportunities within the company
  - C. are strictly supervised
  - D. need more self-esteem
33. Meeting Planner Principles is the Code of Ethics for the \_\_\_\_\_.
- A. Convention Visitors Bureau.
  - B. Meeting Professionals International.
  - C. Event Professionals International.
  - D. Meeting Planners Incorporated.
34. When planning food and beverage for an event, the Meeting Planner will meet with the \_\_\_\_\_.
- A. General Manager.
  - B. Conference Coordinator.
  - C. Convention Planner.
  - D. Catering Manager.
35. Venues for many large association meetings are planned three to four years in advance. This is an example of \_\_\_\_\_ planning.
- A. strategic
  - B. intermediate
  - C. situational
  - D. short-term

36. The conference event program does *not* include:
- A. map of the venue for the event
  - B. price for conference registration
  - C. speaker biographies
  - D. event sponsors
37. A basketball arena only sells Coke™ products. In this situation, Coke™ is a \_\_\_\_\_
- a. retailer
  - b. distributor
  - c. wholesaler
  - d. vendor
38. One strategy to offset the cost of event staff is:
- A. to use online registration
  - B. to take advantage of public transportation
  - C. to utilize services offered by the convention and visitors bureau
  - D. charge higher registration rates for participants
39. The fastest, most affordable channel to promote and publicize an event to a large audience is
- A. by e-mail.
  - B. by newspaper.
  - C. by direct mail campaigns.
  - D. through word of mouth.
40. An art gallery is well suited for
- A. large association meetings.
  - B. vibrant political events.
  - C. large family reunions.
  - D. small intimate fundraising gatherings.
41. Which of the following is *not* a special challenge meeting professionals must be prepared to handle?
- A. special dietary needs request
  - B. last minute housing requests
  - C. sponsorships
  - D. special needs accommodations
42. Securing enough hotel rooms for a conference is part of the \_\_\_\_\_ responsibility for meeting professionals.
- A. audio visual
  - B. production
  - C. logistics
  - D. housing

43. Hotels that offer \_\_\_\_\_ are attractive to participants who fly into an airport that is 20 miles from the convention center.
- A. shuttle service
  - B. wake up calls
  - C. bell captain service
  - D. concierge service
44. Outsourced services are performed by \_\_\_\_\_.
- A. individuals hired by the venue
  - B. individuals in charge of a meeting or conference
  - C. in-house departments
  - D. organizations outside of the actual meeting venue
45. \_\_\_\_\_ is a professional community for the global meetings industry.
- A. American Meeting Association (AMA)
  - B. National Meeting Association (NMA)
  - C. Meeting Professionals International (MPI)
  - D. Conventions and Visitors Bureau (CVB)
46. A large group of people who meet to deliberate about a specific topic is a
- A. conference.
  - B. meeting.
  - C. convention.
  - D. special event.
47. The emcee of the event is also known as the
- A. managing chairperson.
  - B. managing company.
  - C. main center stage.
  - D. master of ceremonies.
48. Organizations seeking to provide services and *not* to make money are
- A. not-for-profit entities.
  - B. entrepreneurs.
  - C. corporations.
  - D. partnerships.
49. Information consists of
- A. unorganized data or facts.
  - B. data or facts that have been organized into a meaningful form.
  - C. only facts that a conference coordinator has verified.
  - D. any data related directly to a meeting agenda.
50. To work effectively in a team
- A. define the tasks or duties of each team member
  - B. identify how success will be measured
  - C. do *not* waste time setting team goals
  - D. both A and B