**TEST QUESTIONS – Chapter 1**

# **MULTIPLE CHOICE**

1. Between 1989 and 2012, event organizations have changed:

a. From their origins in the catering, floral, and entertainment fields to a highly professional and technology-savvy profession

b. From local to national organizations

c. From insolvent to solvent organizations

d. From small to huge organizations

2. Throughout your career your will face:

a. Economic turmoil

b. Ecological issues

c. Security threats

d. All of these answers are correct

3. The term *special events* was first used at:

a. The San Diego Zoo

b. The Super Bowl

c. Disneyland in Anaheim, California, the “happiest place on earth”

d. None of these answers are correct

4. Robert Jani defined a special event as:

a. That which is different from a normal day of living

b. A large party

c. A wedding

d. A parade

5. Emile Durkheim classified religion into four categories, including:

a. Joyful abandonment

b. Generosity of spirit

c. Euphoric: Conveying happiness, a good feeling, confidence, well*-*being

d. Atheism

6. Goldblatt defines special events as:

a. A unique moment in time celebrated with ceremony and ritual to achieve specific needs

b. An outcome

c. A program that entertains others

d. A social experience

7. The term *event* is derived from the Latin term:

*a. E-mere*

*b. E-vere*

*c. E-celebrato*

*d. E-venire*

8. Growth opportunities for special events include:

a. Public relations

b. Marketing and retail sales

c. Global business

d. All of these answers are correct

9. According to the World Economic Forum, one of the key pillars of competitiveness within the global economy is:

a. Technological readiness

b. Food supply

c. Décor readiness

d. Musical capacity

10. In the leisure and recreation industries the term SKIN means:

a. Spending kids inheritance now

b. Soon knowledge is needed

c. Sometimes kids inherit nothing

d. All of these answers are correct

11. In order to be defined as a true profession, a profession must have:

a. A plan

b. A board

c. A unique body of knowledge

d. A budget

12. The term *celebration* is derived from the Latin term *celebro*, which means:

a. To entertain

b. To create

c. To direct

d. To honor

13. The term *edutainment* means:

a. The use of entertainment devices (e.g., singers and dancers) to present educational concepts

b. Using entertainment to make money

c. Entertaining vendor partners

d. Managing entertainment

14. Event planning subfields might include:

a. Civic events

b. Expositions/exhibitions

c. Fairs and festivals

d. All of these answers are correct

15. A hallmark event is defined as:

a. A one-time or recurring event of major proportions

b. Events that are held in the corridor

c. Events that mark a milestone

d. None of these answers are correct

16. According to the Convention Industry Council, the total annual spending on meetings, conferences, and exhibitions is:

a. 100 billion dollars

b. 50 billion dollars

c. 263 billion dollars

d. None of these answers are correct

17. According to the Convention Industry Council, the total number of jobs created by meetings, conferences and exhibitions is:

a. 1.7 million

b. 500,000

c. 5 million

d. 10 billion

18. One way to master time management is to:

a. Purchase a digital watch

b. Set your watch two hours early

c. Delegate nonessential tasks to capable assistants

d. Purchase a sundial

19. To improve your financial performance:

a. Identify and use efficient financial technology

b. Seek professional counsel

c. Control overhead and build wealth

d. All of these answers are correct

20. According to Arnold Guanco, what do event professionals need to know about the future of special events?

a. It is fun.

b. It is easy.

c. It is not just about producing a show. We must instead also produce the unexpected, so people will remember and tell others what they have experienced.

d. All of these answers are correct

21. The Irish Gaelic word for *Welcome* is:

a. Fun Ying

b. Wilkomen

c. Failte

d. None of these answers are correct

22. Event markets have changed from locally based to:

a. Globally accessible

b. Urban locations

c. Suburban locations

d. Regionally based

23. Event evaluation has changed from narrow and simplistic to:

a. Comprehensive

b. Complex

c. Comprehensive and complex

d. None of these answers are correct

24. The first W during the research process is:

a. When

b. What

c. Why

d. Who

25. The term *educate* is derived from the Latin and means to:

a. Remember

b. Earn

c. Lead out

d. Lead in

26. The late \_\_\_\_was a master of using live events to market new technology.

a. Steve Jobs

b. Alfred Einstein

c. Eric Schmidt

d. Mark Zuckerberg

27. Event planning subfields include all of the following except:

a. Retail events

b. Meetings and conferences

c. Lambing

d. Sports events

28. In Edinburgh, Scotland, the Beltane Festival is held in:

a. Early June

b. Early March

c. Late December

d. Early May

29. The exhibition booth allows a:

a. Multi-sensory experience

b. Mono-sensory experience

c. Translational experience

d. None of these answers are correct

30. A fair or festival is a:

a. Telescopic event

b. Helicopter event

c. Kaleidoscopic experience

d. All of these answers are correct

31. The Glastonbury music festival promotes greener events through:

a. Green police

b. Signs

c. Travel

d. Water reuse

32. According to Colin Hall, a hallmark event might be:

a. Regularly held

b. One off

c. Regularly held and one off

d. None of these answers are correct

33. Birthright Israel uses the mega-event to forge:

a. Understanding

b. National identity

c. Sell products

d. Friendship

34. According to Maricar Donato, cultural sensitivity in events is growing due to:

a. The diverse cultural composition of event guests

b. Food preferences

c. The potential for conflict

d. Need for greater profits

35. One of the leaders in the green hospitality movement is:

a. Marriott

b. Hilton

c. Fairmount

d. Travelodge

36. The U.S. convention industry, according to the CIC, generates \_\_\_\_\_ in labor revenue.

a. 60 billion U.S. dollars

b. 20 million U.S. dollars

c. 100 million U.S. dollars

d. None of these answers are correct

37. The term *TARP* means:

a. Troubled Arbor Recognizance Program

b. Troubled Asset Relief Program

c. Terrible Annual Recognition Program

d. Tenacious Annual Reveal Practice

38. TARP was formed in order to:

a. Channel private funds to public bodies

b. Support small businesses

c. Channel U.S. government funds to private firms on the brink of collapse

d. None of these answers are correct

39. After receiving TARP funds, \_\_\_\_\_\_ was criticized because they used some of the funds to host lavish events.

a. Coca-Cola

b. IBM

c. General Motors

d. AIG

40. External stakeholders might include:

a. Media

b. Government

c. City agencies

d. All of these answers are correct

**TEST QUESTION ANSWER KEY:**

1. A

2. D

3. C

4. A

5. C

6. A

7. D

8. D

9. A

10. A

11. C

12. D

13. A

14. D

15. A

16. C

17. A

18. C

19. D

20. C

21. C

22. A

23. C

24. C

25. C

26. A

27. C

28. D

29. A

30. C

31. D

32. C

33. B

34. A

35. C

36. A

37. B

38. C

39. D

40. D