



## Dr.G.R.Damodaran College of Science

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CRISL rated 'A' (TN) for MBA and MIB Programmes

II MIB [2016-2018]

SEMESTER IV

ELECTIVE: EVENT MANAGEMENT 453V1

Multiple Choice Questions.

1. Any occasion when something happens or something needs to be done to organise the same is the of definition of event in
- A. universal terms
  - B. marketing terms
  - C. business terms
  - D. none of the above

ANSWER: A

2. Events are occurrences designed to communicate particular messages to target audience is a definition given by
- A. Allen J
  - B. Dheepak Gattani
  - C. Philip Kotler
  - D. Peter Drucker

ANSWER: C

3. The major benefit in using Events as a marketing tools against other methods is
- A. Live audience
  - B. Improved sales
  - C. Less cost
  - D. None of the above

ANSWER: A

4. Event marketing is a state of focussed event strategy managed consistently over a period of time to reinforce aspects of \_\_\_\_\_ character
- A. Brand
  - B. Product
  - C. Price
  - D. none of the above

ANSWER: A

5. Event marketing is a rifle shot approach to ones audience where there is very little \_\_\_\_\_

- A. cost
- B. effort
- C. Effect
- D. wastage

ANSWER: D

6. 5 Cs are the steps in event

- A. design
- B. marketing
- C. management
- D. promotion

ANSWER: A

7. Which of the following is NOT a C in 5Cs

- A. Conceptualisation
- B. Costing
- C. Communication
- D. Canvassing

ANSWER: C

8. The creative idea and ambience is decided in the \_\_\_\_\_ phase

- A. Conceptualization
- B. Costing
- C. Communication
- D. Canvassing

ANSWER: A

9. The core concept of Holi as an event can be described as

- A. Festival of colors
- B. gathering of friends
- C. annual event
- D. None of the above

ANSWER: A

10. Customization is required to change/ set event as per \_\_\_\_\_, budgets etc

- A. brand personality
- B. audience
- C. time limitations
- D. all of the above

ANSWER: D

11. Reach is defined as the adequate number of people belonging to the \_\_\_\_\_ of the clients which is exposed to the event

- A. cutomers
- B. employees
- C. suppliers
- D. target audience

ANSWER: D

12. External reach through events is obtained from the \_\_\_\_\_ mix designed for the event

- A. networking
- B. marketing
- C. product
- D. process

ANSWER: A

13. The number of people from the target audience population who actually respond to the publicity campaign and attend the event is the actual \_\_\_\_\_ of the event

- A. turnover
- B. benefit
- C. reach
- D. none of the above

ANSWER: C

14. \_\_\_\_\_ is a process in which there is exchange of various type of information between the clients and their target audience

- A. Communication
- B. Promotion
- C. Messaging
- D. Interaction

ANSWER: D

15. \_\_\_\_\_ are the most often used as interaction points in events

- A. Banners
- B. posters
- C. stalls
- D. all of the above

ANSWER: C

16. Interaction catalyst are also referred to as

- A. Anchor
- B. MoC

- C. Compere
- D. All of the above

ANSWER: D

17. Event organising as an industry is still in the \_\_\_\_\_ stage

- A. Introductory
- B. Growth
- C. Maturity
- D. decline

ANSWER: A

18. Events address the marketing need of

- A. Brand building
- B. Image building
- C. Rejuvenating brands
- D. all of the above

ANSWER: A

19. Events help avoidance of \_\_\_\_\_ and focussing on the target market

- A. cost
- B. expenses
- C. clutter
- D. none of the above

ANSWER: C

20. Coca Cola marketing events usually has a target audience of

- A. young population
- B. older generation
- C. women
- D. men

ANSWER: A

21. Frito Lay company used events for \_\_\_\_\_ before launch of its WOW brand of potato chips

- A. focussed communication to target audience
- B. test marketing
- C. image building
- D. all of the above

ANSWER: B

22. Events provide \_\_\_\_\_ leads for improving sales

- A. Focussed

- B. relevant
  - C. Qualified
  - D. eligible
- ANSWER: C

23. Events can be used for enthusing and motivating the sales team - True or False

- A. True
- B. False
- C. Not applicable
- D. Not applicable

ANSWER: A

24. Events provide an avenue to affirm \_\_\_\_\_

- A. absence
- B. presence
- C. sales
- D. none of the above

ANSWER: B

25. Benefit in events in market research comes through

- A. helping in creation and sustenance of a panel of customers
- B. enabling market database assimilation, maintenance and updating
- C. both a and b
- D. none of the above

ANSWER: C

26. Core talent in event refers to

- A. performing group
- B. target audience
- C. organizers
- D. all of the above

ANSWER: A

27. \_\_\_\_\_ based events are usually one off in nature and not organized

- A. Cause
- B. sports
- C. arts
- D. all of the above

ANSWER: A

28. Clients are the people or organizations who act as \_\_\_\_\_ at the event

- A. organisers
- B. reach
- C. sponsors
- D. all of the above

ANSWER: C

29. When interaction points are available from all sides its called a \_\_\_\_\_

- A. ideal site
- B. island site
- C. country side
- D. none of the above

ANSWER: B

30. The need for event organisers is \_\_\_\_\_ day by day

- A. increasing
- B. decreasing
- C. varying
- D. not applicable

ANSWER: A

31. \_\_\_\_\_ is the site at desired location with the required audience capacity and available for a specific time period where the event concept shall be carried out

- A. Place
- B. Vacation spot
- C. Venue
- D. All of the above

ANSWER: C

32. Which of the following is NOT a benefit of event marketing

- A. Live audience
- B. Instant feedback
- C. Alternate to promote products when other advertising modes are legally restricted
- D. Easy market segmentation

ANSWER: D

33. Event infrastructure does NOT include

- A. Core concept
- B. Core talent
- C. Core structure
- D. Venue

ANSWER: D

34. A unique characteristic of the event market is that the ownership of event infrastructure is also a source of \_\_\_\_\_

- A. Revenue
- B. Expense
- C. Advertising
- D. referral

ANSWER: A

35. A market consists of all the \_\_\_\_\_ customers sharing a particular \_\_\_\_\_ who might be willing and able to engage in exchange to satisfy it

- A. Potential, need or want
- B. Preferred, cause
- C. existing, cause
- D. existing, need or want

ANSWER: A

36. Institutions, corporate houses , media houses are examples of \_\_\_\_\_ event customers

- A. Revenue generating
- B. Non revenue generating
- C. Indirect
- D. none of the above

ANSWER: A

37. Ticket purchasers are a category of \_\_\_\_\_ event customers

- A. revenue generating indirect
- B. non revenue generating
- C. non revenue direct
- D. Revenue generating direct

ANSWER: D

38. Business men, ambassadors and foreign embassy officials are called \_\_\_\_\_ who are non revenue generating customers of an event

- A. Promoters
- B. Impressionists
- C. Impresarios
- D. None of the above

ANSWER: C

39. Which of the following does not belong to the non revenue generating customers of event market

- A. Brand ambassadors
- B. Ad agencies
- C. Regulatory bodies

D. Event clients

ANSWER: D

40. The event market is a complex mix of

A. Client, concept and audience

B. Concept and audience

C. Organisers and audience

D. Organisers, concept and audience

ANSWER: A

41. Event market segmented on the basis of a particular client needs is

A. Mass marketing

B. Individual marketing

C. Group marketing

D. Product marketing

ANSWER: B

42. When the organisers decided the sponsors based on the event its called

A. Group marketing

B. Group marketing

C. Mass marketing

D. individual marketing

ANSWER: C

43. Benefit segmentation is based on the benefits offered by events in terms of \_\_\_\_\_ and \_\_\_\_\_

A. Revenue and Reach

B. Reach and Interaction

C. Revenue and Interaction

D. Reach and Revenue

ANSWER: C

44. which of the following is not a preferred method of benefit segmentation`

A. High reach low interaction

B. Low reach high interaction

C. Low reach low interaction

D. Medium reach and interaction

ANSWER: C

45. When event organisers choose only one particular segment in a category to market its called

A. Niche marketing

B. Targetted marketing



- C. Focussed marketing
- D. Wide marketing

ANSWER: A

46. If event organisers choose to operate in one segment only they

- A. benefit specialization but risk competition entry
- B. benefit revenue sources from different clients
- C. risk monotony at work
- D. none of the above

ANSWER: A

47. Dissatisfied clients of other event marketers are a good source to target. This is

- A. one of the methods to target
- B. unethical
- C. the best method to target
- D. none of the above

ANSWER: A

48. Student crowd is always preferred in events despite their limited purchasing power since event here is considered a \_\_\_\_\_

- A. long term investment
- B. short term investment
- C. awareness campaign only
- D. none of the above

ANSWER: A

49. To establish and communicate the events key benefits to the market is known as

- A. Promotion
- B. Postioning
- C. Packaging
- D. Pinning

ANSWER: B

50. The concept of event property is equivalent to \_\_\_\_\_ in marketing parlance

- A. Price
- B. Package
- C. Financial status
- D. Brand

ANSWER: D

51. The feature of an event concept that detaches the event from constraints posed by canvassing is called

- A. Event core concept

- B. Event property
- C. Event position
- D. Event brand

ANSWER: B

52. Event property is a concept that can be organized perpetually by using different

- A. artists, venues ,clients and target audience
- B. infrastructure, organisers, properties, position
- C. banners, posters, bill boards and advertisements
- D. media channels

ANSWER: A

53. The event organisers should keep the following points in mind while formulating their strategy for long term presence

- A. Targetting clients
- B. Selecting event categories to serve
- C. selecting and contracting with other key elements in chosen categories
- D. all of the above

ANSWER: D

54. A major part of the marketing planning and strategy should be devoted at the \_\_\_\_ stage

- A. Conceptualization
- B. Customisation
- C. Communication
- D. Carry out

ANSWER: A

55. An \_\_\_\_\_ event involves the perfect fit between the concept, the client and the audience along with a professional execution by the event organiser

- A. Expected
- B. actual
- C. envisioned
- D. important

ANSWER: A

56. Event \_\_\_\_\_ is defined by the concepts within an event line that share one of the several possible forms of an event

- A. Line
- B. Class
- C. Type
- D. Category

ANSWER: C

57. Branded events are exclusive and identification of events with the \_\_\_\_\_ is the main idea behind the event

- A. Sponsor
- B. Media
- C. Reach
- D. Organiser

ANSWER: A

58. In event hierarchy, core need is followed by

- A. Event family
- B. Event line
- C. Event type
- D. None of the above

ANSWER: A

59. Event family is a \_\_\_\_\_ of events satisfying the core need

- A. Category
- B. Collection
- C. Line
- D. class

ANSWER: A

60. \_\_\_\_\_ events are a test of physical strength, mental ability, talent or a combination

- A. Competitive
- B. Charitable
- C. Cultural
- D. Exhibition

ANSWER: A

61. Olympic games fall under the category of

- A. Artistic expression
- B. Competitive events
- C. Charitable events
- D. Fairs and exhibition

ANSWER: B

62. Which of the following does NOT fall under the artistic expression events category

- A. Maarghazi music concerts
- B. Airtel Super singer
- C. Dance India Dance
- D. NASSCOM annual meet

ANSWER: D

63. The core concept of \_\_\_\_\_ events is collection and dispersal of funds for a social welfare and creating awareness for a worthy cause
- A. Competitive
  - B. Charitable
  - C. Cultural
  - D. Fairs and exhibition

ANSWER: B

64. Three main players of charitable events are
- A. Artist or Celebrity, award sponsor, audience
  - B. Artist or celebrity, charitable organization, event organiser
  - C. charitable organization, reach, Cause supporters
  - D. Artist, Industry the artist belongs to, Organisers

ANSWER: B

65. These events have a possibility of entertainment being waived
- A. Music concerts
  - B. International Games
  - C. Charitable events
  - D. Exhibitions

ANSWER: C

66. Cause led marketing efforts are gaining ground because of their positive rub off on the firms image \_\_\_\_\_
- A. Sales
  - B. Revenue
  - C. Free media publicity
  - D. Waiver of tax

ANSWER: C

67. The concept of being different and getting noticed for direct commercial gain is the core concept of \_\_\_\_\_
- A. Exhibitions
  - B. Charitable events
  - C. Trade fairs
  - D. Special business events

ANSWER: D

68. Special business events focus on \_\_\_\_\_
- A. High interaction and reach
  - B. High interaction and low reach
  - C. High interaction
  - D. Low interaction high reach

ANSWER: A

69. Demonstrations are a form of

- A. Cultural events
- B. Charitable events
- C. Retail events
- D. None of the above

ANSWER: C

70. Music launch of films released on TV channels are

- A. Retail events
- B. Competitive events
- C. Cultural events
- D. Special business events

ANSWER: A

71. \_\_\_\_\_ carry maximum risks

- A. Fully sponsored
- B. Partially sponsored
- C. Ticketed
- D. None of the above

ANSWER: C

72. \_\_\_\_\_ need to be conceptualised and executed at short notice

- A. Pre planned events
- B. Ticketed events
- C. Charitable events
- D. Ad hoc events

ANSWER: D

73. Budget for an event depends on

- A. Reach, interaction and target audience
- B. Reach
- C. Interaction
- D. Interaction level and sponsor

ANSWER: A

74. Consumer goods clients based events seek

- A. greater reach than interaction
- B. brand building
- C. Increase customer traffic in stores

D. All of the above

ANSWER: D

75. Rural events pose difficulties in terms of

A. need to use local language

B. locating resources

C. lack of reach

D. all of the above

ANSWER: D

76. \_\_\_\_\_ refer to the use of electrical sparking and fireworks controlled to the precise seconds

A. Infotechnic

B. Autofire

C. Pyrotechnics

D. Musical fireworks

ANSWER: C

77. Free entry and informality are the characteristics of this type of event

A. Competitive

B. Special business events

C. Cultural

D. Ad hoc events

ANSWER: C

78. Performances at the local festivals in rural India are synaesthetic meaning they involve

A. complete sensory awareness

B. direct sale opportunity

C. free sampling

D. none of the above

ANSWER: A

79. Presentation of goods and services at a common location for sale or display is an

A. Event

B. Exhibition

C. Entertainment

D. Informal event

ANSWER: B

80. Exhibitions provide for

A. Live demonstrations

B. Quick product awareness

- C. Interaction with end consumers
- D. All of the above

ANSWER: D

81. Selling special items of the event such as T shirts, dolls, caps or any item that becomes popular because of the event is referred to as

- A. Marketing
- B. Niche marketing
- C. Segmentation
- D. Merchandising

ANSWER: D

82. Special sales inducement examples include

- A. Two for one sales
- B. Contests
- C. Reusable packaging
- D. All of the above

ANSWER: D

83. Film based events are characterised by

- A. Poor recall rate
- B. Excellent recall rate, less reach and less interaction
- C. Poor recall rate , max reach and less interaction
- D. Less reach and max interaction

ANSWER: C

84. Post event benefits through highlights aid in

- A. Easy organising
- B. Event recall
- C. More interaction
- D. None of the above

ANSWER: B

85. Event categories are

- A. Exclusive in nature
- B. can be a mix
- C. standard
- D. None of the above

ANSWER: B

86. When event organiser is involved only in carrying out the event there is

- A. High value addition

- B. More sponsorship
- C. Less specialization
- D. Less value addition

ANSWER: D

87. Simulation and visualisation technique help in getting

- A. More interaction
- B. More sponsorship
- C. better event design
- D. None of the above

ANSWER: C

88. Linkage mechanisms and modular designs are

- A. Internet marketing techniques
- B. Event canvassing techniques
- C. Staging techniques
- D. All of the above

ANSWER: C

89. Event within the same category and variation will differ vastly in the way it is priced

- A. True
- B. False
- C. Not applicable
- D. Not applicable

ANSWER: A

90. Following is/are part of Checklist for pricing events

- A. Value
- B. Economics
- C. Distribution
- D. All of the above

ANSWER: D

91. Print media aids in

- A. Pre event publicity
- B. Post event publicity
- C. Both pre and post event publicity
- D. Event design

ANSWER: C

92. Event specific issues in magazines and other print media are good because



- A. State of readiness of the audience is an added bonus
- B. They provide for post event publicity
- C. they are inexpensive
- D. none of the above

ANSWER: A

93. Using internet for promoting events allows for

- A. Online registration of events
- B. Dispensing info
- C. Providing ecom related opportunities
- D. All of the above

ANSWER: C

94. Events typically have a \_\_\_\_\_ work environment and a \_\_\_\_\_ organization structure

- A. informal, informal
- B. formal, formal
- C. team based, project type
- D. team based, flat

ANSWER: C

95. A brief is a detailed list of inputs and instructions from the \_\_\_\_\_ for the event

- A. Media
- B. Target audience
- C. Organisers
- D. Client

ANSWER: D

96. Logistics in event management essentially involves

- A. booking of hotels, air, road, and rail transport for the participant and event managers
- B. arranging transportation of material
- C. dealing with tax, octroi and other government departments
- D. all of the above

ANSWER: D

97. The term event management usually denotes \_\_\_\_\_ of an event

- A. Design
- B. Production
- C. Carrying out
- D. Supervision

ANSWER: B

98. During event activities mostly boil down to

- A. Monitoring and supervision
- B. Planning
- C. Staffing
- D. Organising

ANSWER: A

99. Flow of activities in event management can be split in to these 3 phases

- A. Planning, Organizing and Controlling
- B. Pre, during and post event
- C. Plan, Do, Check
- D. Plan, Check, Act

ANSWER: B

100. Deciding soft issues such as whether the show is to be a ticketed, non ticketed, fully or partially sponsored is a part of the

- A. Planning phase
- B. Organising phase
- C. Staffing phase
- D. Controlling phase

ANSWER: A

101. Identifying individual and team tasks and allocation of responsibilities happens in

- A. Planning phase
- B. Organising phase
- C. Staffing phase
- D. Controlling phase

ANSWER: B

102. To provide \_\_\_\_\_ and \_\_\_\_\_ would be a generic purpose for any event to satisfy

- A. Sales and revenue
- B. Reach and Interaction
- C. Benefits and branding
- D. None of the above

ANSWER: B

103. The basic evaluation process does NOT involves this step

- A. Setting objectives
- B. Allotting responsibilities
- C. Measuring performance
- D. Correcting deviations

ANSWER: B

104. EMIS stands for

- A. Event management and Interaction System
- B. Event management information system
- C. Event Management Inclusion Strategy
- D. None of the above

ANSWER: C

105. What is known in marketing lexicon as parasitic marketing is known as \_\_\_\_ marketing when used with reference to events

- A. Bush
- B. Ambush
- C. Antievent
- D. None of the above

ANSWER: B

106. Parameter that needs to be evaluated while arriving at attractiveness of an event market includes

- A. New competitive threat
- B. Risk
- C. Event life expectancy
- D. All of the above

ANSWER: D

107. One of the quickest and proxy means of estimating market attractiveness is by the

- A. number of events generated over a period of time
- B. no of events planned next year
- C. no of actual target audience group
- D. None of the above

ANSWER: A

108. All but one are business strengths for an event management co

- A. Offices in most important metors
- B. Logistics
- C. Ease of event differentiation
- D. Minimal event variation

ANSWER: D

109. Poor project planning is the most common \_\_\_\_\_ for event failures

- A. rootcause
- B. outcome
- C. symptom
- D. None of the above

ANSWER: A

110. Poor lead and \_\_\_\_\_ management is a common company related problem in event

- A. Opportunity
- B. audience
- C. client
- D. none of the above

ANSWER: A

111. According to Kenichi Ohmae " phenomena and events in the real world dont always fit a \_\_\_\_\_ model"

- A. Triangular
- B. Linear
- C. Bipolar
- D. Universal

ANSWER: B

112. \_\_\_\_\_ distinguishes business strategy from all other kinds of business planning in a word

- A. Competitive advantage
- B. Benefits
- C. Performance improvement
- D. None of the above

ANSWER: A

113. Strategic decisions should invariably be preceded by

- A. Critical Success factor analysis
- B. Compact success factor analysis
- C. Check success failure analysis
- D. Critical to Quality Analysis

ANSWER: A

114. \_\_\_\_\_ strategy refers to maximising strengths and their usage to overcome threats

- A. Maintenance strategy
- B. Developmental strategy
- C. Pre emptive strategy
- D. Survival strategy

ANSWER: C

115. Sustenance strategy refers to managing \_\_\_\_\_ more effectively

- A. CSF
- B. MIS
- C. Objectives

D. CTQs  
ANSWER: A

116. Minimising both Threats and Weakness by considering options such as joint ventures and retrenchment is

- A. Maintenance strategy
- B. Developmental strategy
- C. Pre emptive strategy
- D. Survival strategy

ANSWER: D

117. Maximising opportunities by minimising \_\_\_\_ is developmental strategy

- A. weakness
- B. expenditure
- C. competition
- D. none of the above

ANSWER: A

118. Utilising companys strength to take advantage of opportunity is

- A. Maintenance strategy
- B. Developmental strategy
- C. Pre emptive strategy
- D. Survival strategy

ANSWER: A

119. \_\_\_\_\_ strategy involves responding to new initiative from competition with a similar move

- A. Objection
- B. Counter
- C. Rebuttal
- D. Poaching

ANSWER: C

120. Leading competition by being first in the market and using path breaking trend setting initiatives is

- A. Venture strategy
- B. Maintenance strategy
- C. Counter strategy
- D. Sustenamce strategy

ANSWER: A

121. \_\_\_\_\_ market development strategy is where clients of other event companies are targeted

- A. Retaliatory
- B. Predatorial

- C. Maintenance
- D. None of the above

ANSWER: B

122. When the need to maintain and improve quality of service in a firecely competitive market arises, companies apply

- A. Retaliatory
- B. Predatorial
- C. Enrichment strategy
- D. None of the above

ANSWER: C

123. Enrichment , predatorial, retaliatory and proacitve strategies are plotted on a

- A. Risk vs return matrix
- B. Client/Concept fit matrix
- C. Prep matrix
- D. None of the above

ANSWER: C

124. The risk vs return matrix analysis risk on the basis of

- A. Time and profits
- B. Profits and investment
- C. Time and investment
- D. Time and type of finance for funds

ANSWER: D

125. Fully ticketerd adhoc events come with \_\_\_\_\_

- A. Very high budgets
- B. Time consuming activities
- C. Very high risk
- D. High reach and interaction

ANSWER: C

126. Charitable contribution aids in enhance of corporate image among

- A. Suppliers
- B. Customer groups
- C. Employees
- D. All of the above

ANSWER: D

127. In India about 45% if sponsorship money goes to

- A. Sporting events

- B. Artistic events
- C. Special business events
- D. Fairs and exhibitions

ANSWER: A

128. high cost events include

- A. Charitable events
- B. Exhibitions
- C. Special business events
- D. All of the above

ANSWER: D

129. Competitive events, artistic expressions, cultural celebrations are popular

- A. Only clients
- B. Only audience
- C. Both client and audience
- D. neither with client nor with audience

ANSWER: C

130. Evaluation of events helps in taking

- A. corrective and improvement measures
- B. Corrective actions
- C. Preventive actions
- D. feedback from audience

ANSWER: A

131. These figures rate the popularity of the programmes on air

- A. DART and TRP
- B. Reach
- C. Interaction
- D. None of the above

ANSWER: A

132. In reality the ratio of External reach to actual reach is

- A. =1
- B. >1
- C. <1
- D. =0

ANSWER: B

133. Parameters to evaluate interaction does NOT include

- A. External reach to Actual reach ratio
- B. No of interaction points
- C. Number of interactions
- D. Time duration of interaction

ANSWER: A

134. \_\_\_\_\_ is the ratio of the number of audience that can recommend, specify or approve purchase to the total population of the event

- A. Net buying influence
- B. Net selling influence
- C. Net influence
- D. None of the above

ANSWER: A

135. Total buying plans imply the % of the audience planning to buy a product/service from the sponsors' stalls within the next \_\_\_\_\_ after the show

- A. 24 months
- B. 6 months
- C. 12 months
- D. 1 month

ANSWER: C

136. \_\_\_\_\_ is the % of audience that shows an interest in the sponsors' products or services during the event itself and immediately after

- A. Net buying influence
- B. Total buying plans
- C. Average audience interest
- D. Total audience interest

ANSWER: C

137. Net buying influence, total buying plans etc are attributes measured to arrive at

- A. Event design
- B. Event plan
- C. Event quality
- D. Post event benefits

ANSWER: C

138. Share of unorganised sector, retaliation of existing competitors, capital requirements needs to be analysed to figure out

- A. Exit barriers
- B. Entry barriers
- C. Economies of scale
- D. All of the above

ANSWER: B



139. The core \_\_\_\_\_ attract and influence the audience in an event

- A. People
- B. Concept
- C. Structure
- D. Talent

ANSWER: D

140. When clients decide to use events as a marketing communication tool they should

- A. Set objectives for the event
- B. Check is it the right event
- C. Both a and b
- D. Leave it all to the event organisers

ANSWER: C

141. Most clubs derive their roots in the foundation of a \_\_\_\_\_, in that it gets internalised for a specific no of club members with similar characteristics

- A. Concept
- B. Infrastructure
- C. Venue
- D. Audience

ANSWER: C

142. A special event is a \_\_\_\_\_ occurring event outside the normal program or activities of the sponsoring or organising body

- A. one-time or infrequently
- B. Repeatedly
- C. random
- D. none of the above

ANSWER: A

143. MICE refers to

- A. Meet, interact, converse and evaluate
- B. Meeting, Interactions, Communication and Entertainment
- C. Meetings, Incentives, Conferences, and Exhibitions or Events
- D. Mingle, Interact, Converse, Entertain

ANSWER: B

144. Post event mileage is a major benefit for events when in the form of

- A. unmatched and exclusive rights to television broadcast
- B. feedback from audience
- C. purchases of event merchandise

D. all of the above

ANSWER: A

145. Exhibitions are also emerging as a model of \_\_\_\_\_ for many direct marketing firms

A. promotion

B. distribution

C. transportation

D. all of the above

ANSWER: B

146. The core concept in cultural celebration events is

A. Get together, joy

B. Display and Sale

C. Challenge of skills

D. Giving more than what you can

ANSWER: A

147. The core concept in exhibition is

A. Get together, joy

B. Display and Sale

C. Challenge of skills

D. Giving more than what you can

ANSWER: B

148. The need for perfect communication and coordination is felt most in case of

A. Rural events

B. City events

C. Overseas events

D. Multilocation events

ANSWER: D

149. The aim of a MISSION STATEMENT is to specify the

A. purpose of the events,

B. the philosophy and values that guide it

C. the scope of the business

D. all of the above

ANSWER: D

150. Which of the following is a quantitative and not qualitative target for an event

A. satisfaction of participants

B. profit

C. atmosphere  
D. setting  
ANSWER: B

Staff Name  
Vijay.P.