



# Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-  
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CRISL rated 'A' (TN) for MBA and MIB Programmes

II MJMC MASTER OF JOURNALISM AND MASS COMMUNICATION [2016 – 2018]

SEMESTER III

ELECTIVE III: EVENT MANAGEMENT – 364W3

Multiple Choice Questions.

1. \_\_\_\_\_ is concerned with the acquisition, financing, and management of assets with some overall goal in mind.

- A. Financial management
- B. Profit maximization
- C. Agency theory
- D. Social responsibility

ANSWER: A

2. Jensen and Meckling showed that \_\_\_\_\_ can assure them that they \_\_\_\_\_ will make optimal decisions only if appropriate incentives are given and only if they \_\_\_\_\_ are monitored.

- A. principals; agents; agents.
- B. agents; principals; principals.
- C. principals; agents; principals.
- D. agents; principals; agents.

ANSWER: A

3. \_\_\_\_\_ is concerned with the maximization of a firm's earnings after taxes.

- A. Stock price.
- B. Profit maximization.
- C. Stakeholder.
- D. EPS maximization.

ANSWER: B

4. What is the most appropriate goal of the firm?

- A. Shareholder wealth maximization.
- B. Primary.
- C. Tertiary.
- D. Short.

ANSWER: A

5. Which of the following statements is correct regarding profit maximization as the primary goal of the firm?

- A. Profit maximization considers the firm's risk level.
- B. Profit maximization will not lead to increasing short-term profits at the expense of lowering expected future profits.

- C. Profit maximization does consider the impact on individual shareholder's EPS.
- D. Profit maximization is concerned more with maximizing net income than the stock price.

ANSWER: D

6. \_\_\_\_\_ is concerned with the branch of economics relating the behavior of principals and their agents.

- A. Coordination.
- B. Income tax.
- C. Agency theory.
- D. Society.

ANSWER: C

7. A concept that implies that the firm should consider issues such as protecting the consumer, paying fair wages, maintaining fair hiring practices, supporting education, and considering environmental issues?

- A. Athens.
- B. Arctic.
- C. Bandwidth.
- D. Social responsibility.

ANSWER: D

8. Which of the following is not normally a responsibility of the treasurer of the modern corporation but rather the controller?

- A. Budgets and forecasts.
- B. Container.
- C. Institutional management.
- D. corporate sector.

ANSWER: A

9. The \_\_\_\_\_ decision involves determining the appropriate make-up of the right-hand side of the balance sheet.

- A. Association.
- B. Financing.
- C. Bank Interest.
- D. capital budgeting.

ANSWER: B

10. To whom does the Treasurer most likely report?

- A. Chief Financial Officer.
- B. Vice President of Operations.
- C. Chief Executive Officer.
- D. Board of Directors.

ANSWER: A

11. The authors of your textbook suggest that you need to understand financial management even if you have no intention of becoming a financial manager. One reason is that the successful manager of the not-too-distant future will need to be much more of a \_\_\_\_\_ who has the knowledge and ability to move not just vertically within an organization but horizontally as well. Developing \_\_\_\_\_ will be the rule, not the exception.

- A. specialist; specialties

- B. generalist; general business skills
- C. technician; quantitative skills
- D. team player; cross-functional capabilities

ANSWER: D

12. The \_\_\_\_\_ decision involves a determination of the total amount of assets needed, the composition of the assets, and whether any assets need to be reduced, eliminated, or replaced.

- A. Economic.
- B. Financing.
- C. Investment.
- D. Amount.

ANSWER: C

13. How are earnings per share calculated?

- A. Use the income statement to determine earnings after taxes (net income) and divide by the previous periods earnings after taxes. Then subtract 1 from the previously calculated value.
- B. Use the income statement to determine earnings after taxes (net income) and divide by the number of common shares outstanding.
- C. Use the income statement to determine earnings after taxes (net income) and divide by the number of common and preferred shares outstanding.
- D. Use the income statement to determine earnings after taxes (net income) and divide by the forecasted periods earnings after taxes. Then subtract 1 from the previously calculated value.

ANSWER: B

14. According to the text's authors, what is the most important of the three financial management decisions?

- A. Asset management decision.
- B. Financing decision.
- C. Investment decision.
- D. Accounting decision.

ANSWER: C

15. The \_\_\_\_\_ decision involves efficiently managing the assets on the balance sheet on a day-to-day basis, especially current assets.

- A. Asset management.
- B. Facility.
- C. Internship.
- D. Authorship.

ANSWER: A

16. Which of the following is not a perquisite (perk)?

- A. Company-provided automobile.
- B. Expensive office.
- C. Salary.
- D. Country club membership.

ANSWER: B

17. Which of the following is not normally a responsibility of the controller of the modern corporation?

- A. Reporting.

- B. Managing.
- C. Auditing.
- D. Cost accounting.

ANSWER: D

18. All constituencies with a stake in the fortunes of the company are known as \_\_\_\_\_.

- A. shareholders.
- B. stakeholders.
- C. creditors.
- D. customers.

ANSWER: A

19. Which of the following statements is not correct regarding earnings per share (EPS) maximization as the primary goal of the firm?

- A. EPS maximization ignores the firm's risk level.
- B. EPS maximization does not specify the timing or duration of expected EPS.
- C. EPS maximization naturally requires all earnings to be retained.
- D. EPS maximization is concerned with maximizing net income.

ANSWER: D

20. \_\_\_\_\_ is concerned with the maximization of a firm's stock price.

- A. Shareholder wealth maximization.
- B. Profit maximization.
- C. Family welfare oriented.
- D. Healthy and wealthy.

ANSWER: A

21. Corporate governance success includes three key groups. Which of the following represents these three groups?

- A. Business man and customers.
- B. Board of Directors, executive officers, and common shareholders.
- C. Staffs and colleague.
- D. Human Resource, Clerk, and employees.

ANSWER: B

22. Which one of the following statements by a company president best reflects the marketing concepts?

- A. We have organized our business to make certain that customers get what they want.
- B. We believe that the marketing department must organize to sell what we produce
- C. Our company has organized an aggressive sales force to promote our products
- D. We try to produce only high-quality, technically efficient products.

ANSWER: C

23. Alamo Rent-A-Car defines its \_\_\_\_\_ as leisure travelers, whereas its major competitors focus on business travelers.

- A. target market
- B. marketing mix
- C. market variable
- D. marketing objective group

ANSWER: A

24. Which one of the following employees is ultimately responsible for setting the ethical tone for the entire marketing organization?

- A. Lower-level marketing managers.
- B. Lower-level marketing employees.
- C. The product manager.
- D. The chief executive officer.

ANSWER: D

25. Why would a company use an undifferentiated targeting strategy?

- A. The needs of individual consumers are similar, and distinctive marketing mixes are required to satisfy them.
- B. The undifferentiated strategy requires less time and fewer resources.
- C. The needs of individual consumers in the target market for a specific product are similar, so the organization can satisfy most customers with a single marketing mix.
- D. The undifferentiated strategy is expensive to implement but tends to produce the most sales.

ANSWER: A

26. Gerber Singles were a gourmet food for adults packaged in baby food jars. The product failed mainly because:

- A. of poor timing.
- B. of technical or design problems.
- C. of overestimation of market size.
- D. it did not convey the right message or image.

ANSWER: D

27. Kleenex boutique is a brand \_\_\_\_\_ of tissues made by the Kimberly-Clark Corporation.

- A. mark
- B. identification
- C. name
- D. guarantee

ANSWER: C

28. All members of the supply chain should determine their position in the chain, identify their partners and their roles, and establish partnerships that focus on \_\_\_\_\_.

- A. maximizing costs.
- B. maximizing technology implementation.
- C. cooperation with competitors.
- D. customer relationships.

ANSWER: D

29. Morgans decided to put a much larger share of its promotion budget into \_\_\_\_\_ because of the heavy reliance it will be placing on coupons in the second quarter.

- A. advertising
- B. sales promotion
- C. public relations
- D. personal selling

ANSWER: A

30. \_\_\_\_\_ are offers of cash to customers who purchase a specific product, and \_\_\_\_\_ are offers of cash to customers who purchase a specific quantity of a specific product.

- A. Rebates; refunds
- B. Cents-off; refunds
- C. Rebates; premiums
- D. Rebates; money refunds

ANSWER: C

31. If a product has in inelastic demand, and the manufacturer raises its price \_\_\_\_\_.

- A. total revenue will increase.
- B. quantity demanded will decrease.
- C. the demand will become more inelastic.
- D. total revenue will decrease.

ANSWER: D

32. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers usually don't get involved in production or distribution decisions.
- C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole.
- D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

ANSWER: D

33. The term marketing refers to \_\_\_\_\_.

- A. new product concepts and improvements.
- B. advertising and promotion activities.
- C. A philosophy that stresses customer value and satisfaction.
- D. planning sales campaigns.

ANSWER: C

34. In the history of marketing, when did the production period end?

- A. In the late 1800s.
- B. In the early 1900s.
- C. In the 1920s.
- D. After the end of the Second World War.

ANSWER: C

35. A marketing philosophy summarized by the phrase a good product will sell itself is characteristic of the \_\_\_\_\_ period.

- A. Production.
- B. Sales.
- C. Marketing.
- D. relationship.

ANSWER: A

36. Which of the following factors contributed to the transition from the production period to the sales period?

- A. Increased consumer demand.

- B. More sophisticated production techniques.
- C. Increase in urbanization.
- D. The Great Depression.

ANSWER: B

37. An organization with a \_\_\_\_\_ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.

- A. Profit.
- B. Prohibit marketing.
- C. Promotion.
- D. sales

ANSWER: D

38. In the relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

- A. short term; customers and suppliers.
- B. long term; customers and suppliers.
- C. short term; customers.
- D. long term; customers.

ANSWER: B

39. Political campaigns are generally examples of?

- A. Cause marketing.
- B. Organization marketing.
- C. Event marketing.
- D. Person marketing.

ANSWER: D

40. The Coca Cola organization is an official sponsor of the Olympics. The firm is engaging in?

- A. Place marketing.
- B. Event marketing.
- C. Fundraising.
- D. Organization marketing.

ANSWER: B

41. Today's marketers need \_\_\_\_\_.

- A. Neither creativity nor critical thinking skills.
- B. Both creativity and critical thinking skills.
- C. Critical thinking skills but not creativity.
- D. Creativity but not critical thinking skills.

ANSWER: B

42. Which of the following is NOT an element of the marketing mix?

- A. Distribution.
- B. Product.
- C. Target market.
- D. Pricing.

ANSWER: B

43. The term marketing mix describes \_\_\_\_\_.
- A. a composite analysis of all environmental factors inside and outside the firm.
  - B. a series of business decisions that aid in selling a product.
  - C. the relationship between a firm's marketing strengths and its business weaknesses.
  - D. a blending of four strategic elements to satisfy specific target markets.

ANSWER: C

44. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of \_\_\_\_\_.

- A. pricing.
- B. distribution.
- C. product development.
- D. promotion.

ANSWER: B

45. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because \_\_\_\_\_.

- A. the competitors may be violating the law and can be reported to the authorities.
- B. the actions of competitors may threaten the monopoly position of the firm in its industry.
- C. the actions of competitors may create an oligopoly within an industry.
- D. new product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix .

ANSWER: D

46. When looking at consumer income, marketers are most interested in \_\_\_\_\_.

- A. discretionary income.
- B. deferred income.
- C. inflationary income.
- D. disposable income.

ANSWER: A

47. New technology results in new goods and services, and it also can ?

- A. Lower the quality of existing products.
- B. Lower the available level of customer service.
- C. Reduce prices through new production and distribution methods.
- D. Bring back products that were considered obsolete.

ANSWER: C

48. Toyotas Prius and Hondas hybrid Civic are examples of technological products inspired by \_\_\_\_\_.

- A. style considerations in the Japanese automobile industry.
- B. social pressure to develop more fuel-efficient vehicles with fewer dangerous emissions.
- C. the desire of many engineers to simply make interesting products.
- D. the realization that Japanese people didn't need large, high-speed cars.

ANSWER: B

49. \_\_\_\_\_ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.

- A. Environmental scanning

- B. Stakeholder analysis
- C. Market sampling
- D. Opportunity analysis

ANSWER: A

50. Assume you are in charge of the politically-mandated process of converting the economy of a developing African nation from state-controlled to market-driven business ventures. Your ability to control \_\_\_\_\_ will most likely determine the future success of the country and its government.

- A. the culture
- B. marketing
- C. technology
- D. competitive environment

ANSWER: B

51. Which of the following is typically NOT a result of recognizing the importance of ethnic groups by marketers?

- A. Use of an undifferentiated one-size-fits-all marketing strategy.
- B. Different pricing strategies for different groups.
- C. Variations in product offerings to suit the wants of a particular group.
- D. Study of ethnic buying habits to isolate market segments.

ANSWER: A

52. The single group within society that is most vulnerable to reference group influence is \_\_\_\_\_.

- A. the older consumer who feels somewhat left out of things.
- B. married women, many of whom feel a need for stability in their lives.
- C. new immigrants who really want to assimilate into their new culture.
- D. children, who base most of their buying decisions on outside influences.

ANSWER: D

53. Which of the following can be described as an affective mental state?

- A. Attitudes.
- B. Opinions.
- C. Values.
- D. Co native.

ANSWER: A

54. Early adopters, of which opinion leaders are large comprised, tend to be \_\_\_\_\_.

- A. generalized; that is, they tend to lead the group on most issues.
- B. more likely to buy new products before their friends do and voice their opinions about them.
- C. from the upper class; people from other classes are more likely to be followers.
- D. quiet, withdrawn people who don't make fashion statements or take risks easily.

ANSWER: B

55. An imbalance between a consumers actual and desired state in which recognition that a gap or problem needs resolving is called \_\_\_\_\_.

- A. motive development.
- B. an attitudes.
- C. a self-concept.

D. Product evaluation.

ANSWER: A

56. According to Maslows Hierarchy of Needs theory, the need for fulfillment, for realizing ones own potential, and for fully using ones talents and capabilities are examples of \_\_\_\_\_ needs.

A. self-actualization

B. physiological

C. social

D. esteem

ANSWER: A

57. A market with which of the following characteristics would generally be less competitive?

A. High barriers to entry.

B. Lots of potential substitutes exist.

C. Strong bargaining power among buyers.

D. Strong bargaining power among suppliers.

ANSWER: B

58. Which of the following firms has often followed a market challenger (second-mover) strategy?

A. Apple Computer.

B. eBay.

C. Sainsburys.

D. Amazon.com.

ANSWER: D

59. SWOT is an acronym for:

A. Strategy, working, opinion, tactical.

B. Strengths, weaknesses, opportunities, threats.

C. Strategy, work, openness, toughness.

D. Strategy, weakness, opinions, tactics.

ANSWER: C

60. This is something that at some time in the future may destabilize or reduce the potential performance of the organization \_\_\_\_\_ .

A. Threat.

B. Strength.

C. Weakness.

D. Opportunities.

ANSWER: A

61. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called:

A. Strategic windows.

B. Strategic leverage.

C. Conversion strategies.

D. Vulnerability.

ANSWER: D

62. Diversification is best described as which of the following?

- A. Existing products in new markets.
- B. Existing products in existing markets.
- C. New products for new markets.
- D. New products for existing markets.

ANSWER: A

63. An example of a threat to a firm discovered by a SWOT analysis might be:

- A. Cost advantages present because of advanced technology.
- B. The chance to acquire firms with needed technology.
- C. Likely entry of new competitors in the industry.
- D. Too narrow a product line for the firm.

ANSWER: B

64. Market expansion is usually achieved by:

- A. More effective use of distribution.
- B. More effective use of advertising.
- C. By cutting prices.
- D. All of the above are suitable tactics.

ANSWER: A

65. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as:

- A. Researching.
- B. Planning.
- C. Controlling.
- D. Managing.

ANSWER: B

66. Strategic marketing planning establishes the:

- A. Resource base provided by the firm's strategy.
- B. Economic impact of additional sales.
- C. Tactical plans that must be implemented by the entire organization.
- D. Basis for any marketing strategy.

ANSWER: D

67. The strategic marketing planning process begins with:

- A. The writing of the mission statement.
- B. The establishment of organizational objectives.
- C. The formulation of a marketing plan.
- D. Hiring a senior planner.

ANSWER: A

68. Event management is the application of \_\_\_\_\_ to the creation and development of festivals, events and conferences.

- A. Project management
- B. target audience
- C. Charitable Organisation.
- D. Olympics.

ANSWER: A

69. The \_\_\_\_\_ is the person who plans and executes the event.

- A. event manager.
- B. marketing officer.
- C. Architect.
- D. Producer.

ANSWER: A

70. These objectives are often employed in mature markets as firms/products enter a decline phase. The goal is to maximize short-term profits and stimulate a positive cash flow.

- A. Harvest objectives.
- B. Divest objectives.
- C. Hold objectives.
- D. Growth objectives.

ANSWER: A

71. Which of the following is a strategic marketing planning tool?

- A. The market share/market growth (BCG) matrix.
- B. The consumer scanning model.
- C. A market vulnerability/business opportunity matrix.
- D. Market sheet analysis.

ANSWER: B

72. Market expansion is usually achieved by:

- A. More effective use of distribution.
- B. More effective use of advertising.
- C. By cutting prices.
- D. All of the above are suitable tactics.

ANSWER: D

73. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers usually don't get involved in production or distribution decisions.
- C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole.
- D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

ANSWER: D

74. The purpose of a SWOT analysis is to analyze?

- A. The business environment in which an organization operates.
- B. The strategic capability of an organization.
- C. The business environment and the strategic capability of an organization relative to its competitors.
- D. External and organizational environments.

ANSWER: B

75. In the history of marketing, when did the production period end?

- A. In the late 1800s.
- B. In the early 1900s.

- C. In the 1920s.
- D. After the end of the Second World War.

ANSWER: C

76. A marketing philosophy summarized by the phrase a good product will sell itself is characteristic of the \_\_\_\_\_ period.

- A. production
- B. sales
- C. marketing
- D. relationship

ANSWER: A

77. Which of the following factors contributed to the transition from the production period to the sales period?

- A. Increased consumer demand.
- B. More sophisticated production techniques.
- C. Increase in urbanization.
- D. The Great Depression.

ANSWER: B

78. An organization with a \_\_\_\_\_ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.

- A. production
- B. marketing
- C. relationship
- D. sales

ANSWER: D

79. In the relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

- A. Long term; customers and suppliers.
- B. Long term; customers and suppliers.
- C. Short term; customers.
- D. Long term; customers.

ANSWER: B

80. Political campaigns are generally examples of:

- A. Cause marketing.
- B. Organization marketing.
- C. Event marketing.
- D. Person marketing.

ANSWER: D

81. \_\_\_\_\_ is the process of soliciting and gathering voluntary contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

- A. Fundraising
- B. crowd funding
- C. grassroots fundraising

D. face to face fundraising

ANSWER: A

82. Today's marketers need \_\_\_\_\_.

- A. Neither creativity nor critical thinking skills.
- B. Both creativity and critical thinking skills.
- C. Critical thinking skills but not creativity.
- D. Creativity but not critical thinking skills.

ANSWER: B

83. Newsletters, catalogs, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:

- A. Pricing.
- B. Distribution.
- C. Product development.
- D. Promotion.

ANSWER: D

84. Marketing decision makers in a firm must constantly monitor competitors' activities—their products, prices, distribution, and promotional efforts—because:

- A. The competitors may be violating the law and can be reported to the authorities.
- B. The actions of competitors may threaten the monopoly position of the firm in its industry.
- C. The actions of competitors may create an oligopoly within an industry.
- D. New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix.

ANSWER: D

85. When looking at consumer income, marketers are most interested in \_\_\_\_\_.

- A. Discretionary income.
- B. Deferred income.
- C. Inflationary income.
- D. Disposable income.

ANSWER: A

86. New technology results in new goods and services, and it also can?

- A. Lower the quality of existing products.
- B. Lower the available level of customer service.
- C. Reduce prices through new production and distribution methods.
- D. Bring back products that were considered obsolete.

ANSWER: C

87. Public broadcasters are completely government-funded in much of the world, there are many countries where some funds must come from donations from the \_\_\_\_\_.

- A. public
- B. private
- C. publishers
- D. wisdom

ANSWER: A

88. \_\_\_\_\_ is the part of supply chain management that plans, implements, and controls the efficient, effective, forward, and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer's requirements.

- A. Logistics management
- B. material management
- C. chain management
- D. supply management

ANSWER: A

89. Pre-Event meetings, to discuss provisional and final requirements of any event and provide advice and discussion on most cost effective options to make any event a success within a set \_\_\_\_\_.

- A. barbarian
- B. Balloon
- C. extinguisher
- D. budget

ANSWER: D

90. The Ancient Olympic Games took place in \_\_\_\_\_.

- A. Rome.
- B. Greece.
- C. Egypt.
- D. Israel.

ANSWER: B

91. The FIFA Football World Cup is \_\_\_\_\_.

- A. a community event.
- B. an organizational event.
- C. a regional event.
- D. a mega event.

ANSWER: D

92. Events staff who works for no pay are called?

- A. Casual staff
- B. Volunteer staff
- C. Part-time staff
- D. Event staff

ANSWER: B

93. The name PCO in the conference industry means?

- A. Periodic Conference Organization
- B. Part-time Conference Organizer
- C. Placement Conference Organizer
- D. Professional Conference Organizer

ANSWER: D

94. Complete this sentence: Annual events are more likely to employ \_\_\_\_\_ staff than one-off events.

- A. part-time
- B. casual
- C. volunteer

D. permanent

ANSWER: D

95. An annual event is one that takes place \_\_\_\_\_.

- A. for a full year
- B. every four years
- C. on one occasion only
- D. every year

ANSWER: D

96. Which of the following is NOT normally part of an event specification?

- A. Event name
- B. Safety and security plan
- C. Event evaluation report
- D. Proposed attendee profile

ANSWER: C

97. Ensuring that local community stakeholders are supportive of the event is important because

\_\_\_\_\_.

- A. it helps the smooth running of the event.
- B. it is a legal requirement.
- C. it helps to attract local participants.
- D. it discourages participants from outside of the community.

ANSWER: C

98. Electronic sales and distribution of event tickets is undertaken by means of?

- A. Travel agents
- B. The Internet
- C. Telesales
- D. Door to door sales

ANSWER: B

99. Volunteers are \_\_\_\_\_.

- A. only used to assist at local community events.
- B. used to assist at all types of public events.
- C. only used to assist at mega events.
- D. only used to assist at sporting events.

ANSWER: A

100. Which of the following would NOT normally be considered a stakeholder in a community event?

- A. The local government
- B. Event volunteers
- C. International agencies
- D. Visitors to the event

ANSWER: D

101. The correct sequence for the communications planning model is as follows?

- A. Evaluation, Budgeting, Objectives, Situational analysis, Strategies, Implementation.
- B. Situational analysis, Objectives, Strategies, Budgeting, Implementation, Evaluation.

- C. Situational analysis, Objectives, Strategies, Budgeting, Implementation Evaluation.
- D. Budgeting, Objectives, Situational analysis, Strategies, Implementation Evaluation.

ANSWER: B

102. Which of the following has replaced the mass marketing trends of the past?

- A. A hodgepodge of communications.
- B. Integrated marketing communications.
- C. Technological integration of communications.
- D. Communication.

ANSWER: B

103. The marketing communication environment has changed drastically due to technology and consumer awareness. What have been the predominant marketing responses to this change that are suggested by Phillip Kotler (2004)?

- A. Focus and segmentation of markets.
- B. Segmentation and hyper-competition.
- C. Techno-genesis and hyper-segmentation.
- D. Techno-genesis and focus.

ANSWER: A

104. What are the guidelines for good copy when developing a print advertisement?

- A. Keep the message clear, simple and concise.
- B. Communicate to the individual.
- C. Sell the benefits.
- D. Clearly identify the sponsor of the advertisement.

ANSWER: A

105. Rational advertising appeals do not contain which of the following elements?

- A. Information about the value of the product.
- B. Information about the performance of the product.
- C. Relate to audience's self interest.
- D. Induce emotional reactions such as fear, guilt and shame.

ANSWER: D

106. Define what is meant by the cognitive stage of consumer advertising?

- A. Sowing the seeds of a thought and gaining the consumer's attention.
- B. Defining recognition.
- C. Stimulating recognition of advertising.
- D. Involves the creating or changing of an attitude.

ANSWER: A

107. What are the stages of the AIDA Model of consumer awareness model?

- A. Attention, Interest, Decision, Action
- B. Anticipation, Interest, Desire, Action
- C. Action, Interest, Desire, Awareness
- D. Awareness, Interest, Desire, Action

ANSWER: D

108. In marketing terms noise is \_\_\_\_\_.

- A. Intelligent clutter which distorts messages.
- B. Distortion of messages by differences in culture.
- C. Extraneous non-intelligent clutter which distorts the message.
- D. intravenous

ANSWER: C

109. Television advertising that includes a telephone number for ordering is an example of \_\_\_\_\_.

- A. Direct mail.
- B. direct-response advertising.
- C. telemarketing.
- D. indirect mail

ANSWER: B

110. What is the main effect that increasing computer power has had on the growth of direct marketing?

- A. It has created new mechanisms to reach target audiences.
- B. it has improved database management.
- C. It has created new target markets.
- D. It has increased the cost of direct marketing.

ANSWER: B

111. In creating the communications message, what is the term applied to the process of putting the intended message or thought into symbolic form?

- A. Eliminating the advertising clutter or 'noise'.
- B. Encoding.
- C. Generating feedback.
- D. Decoding.

ANSWER: B

112. Consumers normally pass through a buyer-readiness process as they reach a decision to purchase a product or not. Which of the following stages is not typical of the buyer-readiness process?

- A. Awareness.
- B. Knowledge.
- C. Liking.
- D. Post-purchase evaluation.

ANSWER: D

113. The correct components of the 7-S framework are \_\_\_\_\_.

- A. Strategy, synergy, shared value, standardization, skills, staff and structure.
- B. shared values, synergy, systems, strategy, style, staff and structure.
- C. structure, strategy, shared values, style, staff, skills and systems.
- D. standards, strategy, style, staff, skills, systems and security.

ANSWER: C

114. With the globalization of markets, the tastes and preferences of consumers world-wide are \_\_\_\_\_.

- A. being encouraged by multinational organizations to become increasingly similar.
- B. so different that they can be ignored by international organizations.
- C. converging upon a global norm.

D. becoming similar to the tastes and preferences of American consumers.

ANSWER: C

115. The main advantage of a differentiation strategy in international markets lies in that:

- A. It enables brand stretching and extension.
- B. Consumers in foreign markets pay less for the same product.
- C. Imitators cannot reduce margins.
- D. The focus is taken away from price.

ANSWER: D

116. The goals of international marketing are to \_\_\_\_\_.

- A. expand business activities abroad.
- B. eliminate competition in international markets.
- C. gain market share and increase profit.
- D. create and retain customers in global markets.

ANSWER: D

117. Being a global organization means \_\_\_\_\_.-

- A. creating both standardized and customized products.
- B. customizing the product range for each segment in part.
- C. creating standardized products for homogeneous markets.
- D. customer

ANSWER: C

118. Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics?

- A. Global market segmentation.
- B. Global marketing research.
- C. Global positioning.
- D. Global targeting.

ANSWER: A

119. A global market leader is an organization which \_\_\_\_\_.

- A. is ahead of the competition in terms of global innovation.
- B. has more than 50% global market share.
- C. is recognized as being ahead of the rest in terms of market share.
- D. has the monopoly over several foreign markets.

ANSWER: C

120. \_\_\_\_\_ typically offers more flexibility in international markets.

- A. LSEs
- B. MNEs
- C. SMEs
- D. SSE

ANSWER: C

121. From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by \_\_\_\_\_.

- A. constantly enlarging its marketing activities.

- B. creating superior value for customers.
- C. charging lower prices than competition.
- D. focusing on long-term profit.

ANSWER: B

122. Regionalism is \_\_\_\_\_ .

- A. an international management orientation and a protectionist policy created to exclude third world countries from certain forms of international trade.
- B. the grouping of countries into regional clusters based on geographic proximity.
- C. a protectionist policy created to exclude third world countries from certain forms of international trade.
- D. an international management orientation.

ANSWER: B

123. The main aim of global marketing is to \_\_\_\_\_ .

- A. coordinate the marketing activities within the constraints of the global environment.
- B. find global customers.
- C. satisfy global customers better than competition.
- D. achieve all of the above.

ANSWER: D

124. Within an international context, what are 'economies of scope' synonymous with?

- A. Reusing a resource from one business/country in additional businesses/countries.
- B. Buying components in a bulk.
- C. Decreased cost per unit of output.
- D. increased of cost per unit

ANSWER: A

125. The work of an international marketer is mainly concerned with \_\_\_\_\_ .

- A. adapting a marketing mix to enter a market in another country.
- B. transferring a marketing mix to enter a market in another country.
- C. translating product instructions and advertising messages.
- D. establishing global brands.

ANSWER: A

126. Key controllable factors in global marketing are \_\_\_\_\_ .

- A. social and technical changes.
- B. government policy and legislation.
- C. marketing activities and plans.
- D. marketing strategy.

ANSWER: C

127. A computerized data base that permits risk managers to store and analyze risk management data is called a \_\_\_\_\_ .

- A. risk management information system.
- B. risk management Intranet.
- C. risk management web site.
- D. risk map.

ANSWER: C

128. What are the methods of handling risk?

- A. avoidance
- B. loss control
- C. retention
- D. insurance

ANSWER: A

129. Which of the following is not considered part of the carefully blended mix of promotion tools?

- A. Direct marketing.
- B. Public relations.
- C. Relationship marketing.
- D. Advertising.

ANSWER: D

130. Strategic stretch involves \_\_\_\_\_.

- A. the fit between the organization and its environment.
- B. creating new opportunities by stretching and exploiting capabilities in new ways.
- C. the skills of the senior management.
- D. utilizing all the resources of an organization to their full capacity.

ANSWER: C

131. What are core competences?

- A. Resources which critically underpin competitive advantage and that others cannot obtain.
- B. Activities and processes needed to meet customers' minimum requirements and therefore to continue to exist.
- C. Key skills required for success in a particular business.
- D. Activities that underpin competitive advantage and are difficult for competitors to imitate or obtain.

ANSWER: B

132. The value chain attempts to identify those activities which add value to \_\_\_\_\_.

- A. the organizations stakeholders.
- B. the senior strategic managers in the organization.
- C. the organizations shareholders.
- D. the customer or final user.

ANSWER: D

133. The value chain is composed of primary & support activities. Which answer below provides the correct components for primary activities?

- A. Service, human resource management, marketing & sales, operations and outbound logistics.
- B. Marketing & Sales, Operations, Outbound Logistics and Service.
- C. Procurement, Firm Infrastructure, Human Resource Management, Technology Development and Marketing & Sales.
- D. Inbound Logistics, Operations, Outbound Logistics, Marketing & Sales and Service.

ANSWER: D

134. What is the purpose of an activity map?

- A. A system to facilitate better time-planning.
- B. It is used in business process re engineering to show how the different activities of an organization are

linked together.

C. It is used to identify and understand strategic capability by mapping how the different activities of an organization are linked together.

D. A list of activities undertaken by an organization.

ANSWER: D

135. Competitive advantage through linkages between the organization and its value network can be achieved by \_\_\_\_\_.

A. vertical integration.

B. adopting common quality standards internally and externally (with suppliers).

C. examining supplier specifications, common merchandising, applying quality management principles or by collaborating with other organizations in the form of strategic alliances or joint ventures.

D. Outsourcing customer service to India.

ANSWER: C

136. Cost efficiency is determined by which of the following drivers?

A. Supply Costs, Experience, Product/Process Design and Economies of Scale.

B. Supply Costs & Economies of Scale.

C. Product/Process Design and Economies of Scale.

D. Experience.

ANSWER: C

137. Robustness of strategic capabilities is more likely when \_\_\_\_\_.

A. linkages in the value network are exploited.

B. core competences are complex, ambiguous and dependent on culture/history.

C. competences lie with specific individuals.

D. core competences lie in separate parts of the organizations value chain.

ANSWER: A

138. Which types of organizational knowledge is a source of competitive advantage?

A. Explicit knowledge which is classified and formalized in a planned and systematic way.

B. Personal knowledge which is hard to communicate and formalize.

C. Customer databases, market research reports, management reports.

D. Collective and shared experience accumulated through systems, routines and activities of sharing across the organization.

ANSWER: A

139. In the resource-based view of strategy, what type of strategic capabilities is the source of sustainable competitive advantage?

A. Unique resources and core competences.

B. Dynamic capabilities.

C. Operational excellence.

D. Strategic capabilities which are valuable to buyers, rare, robust and non-substitutable.

ANSWER: D

140. What are the three criteria for the robustness of strategic capability?

A. Core competences, unique resources and dynamic capabilities.

B. Complexity, causal ambiguity and value to customers.

C. Complexity, causal ambiguity and rarity.

D. Complexity, causal ambiguity and culture/history.

ANSWER: D

141. Industry/sector bench marking compares \_\_\_\_\_.

A. organizational performance between firms/public sector organizations in different industries or sectors.

B. organizational performance between firms/public sector organizations in the same industry or sector.

C. organizational performance between firms/public sector organizations in different countries.

D. organizational performance between different divisions of the firm.

ANSWER: D

142. Best in Class Bench marking seeks to assess organizational performance against?

A. The nearest geographical competitor.

B. The competitor who is 'best in class' wherever that may be.

C. The competitor who is the best in the industry.

D. The nearest principal competitor.

ANSWER: B

143. SWOT should be \_\_\_\_\_.

A. a general list of issues under each heading.

B. focused on key issues and as specific as possible.

C. completed when an analysis of the external environment has been conducted.

D. SWOT analysis is the best strategic management framework for analyzing the competitive positioning of an organization.

ANSWER: C

144. The day delegate rate is \_\_\_\_\_.

A. the price charged by the venue for a one day event

B. the price charged for one delegate for use of a venue and all meals

C. the expected profit from each delegate for each day of attendance

D. the charge for use of one room at the venue for a day

ANSWER: B

145. A convention is \_\_\_\_\_.

A. A meeting that is always exactly the same

B. A meeting that extends over more than one week

C. Another name for a conference

D. A meeting of nuns in a convent

ANSWER: B

146. The Democratic Convention in the United States is a \_\_\_\_\_.

A. political conference

B. religious conference

C. academic conference

D. scientific conference

ANSWER: D

147. A web-based conference booking system allows delegates to?

A. Attend the conference remotely

- B. Contact other delegates while attending the conference
- C. Register and pay to attend online
- D. Listen to conference sessions from their bedroom

ANSWER: C

148. The spouses program at a conference is intended for?

- A. Conference sponsors
- B. Conference sponsors
- C. Conference delegates
- D. Conference exhibitors

ANSWER: A

149. A conference paper is \_\_\_\_\_.

- A. a newspaper prepared daily for delegates with information about conference events.
- B. the text of a presentation to the conference.
- C. the confirmation sheet, proving that a delegate has attended the conference.
- D. headed paper used for all official conference correspondence.

ANSWER: B

150. Which of the following describes the role of an invited keynote speaker at a conference?

- A. To deliver a private presentation to an invited audience, behind locked doors
- B. To entertain guests at the conference dinner
- C. To comment and criticize the presentations of other delegates
- D. To provide one of the main presentations to all delegates

ANSWER: D

151. As conference organizer, you ask each delegate as they depart to tell you about their experience at the conference. This can be described as?

- A. A paper based delegate satisfaction survey.
- B. A face to face delegate satisfaction interview.
- C. An electronic delegate satisfaction survey.
- D. A good way to avoid future complaints.

ANSWER: B

152. Delegate satisfaction surveys should seek information about \_\_\_\_\_.

- A. conference presentations alone.
- B. conference presentations and catering.
- C. booking and registration alone.
- D. all aspects of the conference experience.

ANSWER: D

153. Why is it important to review a critical path regularly?

- A. To evaluate the process for future business plans.
- B. To determine committee time lines and critical dates.
- C. To communicate variances with coordinators.
- D. To update progress and allow for necessary adjustments.

ANSWER: D

154. What document should be produced when finalizing an event program?

- A. Event brochures.
- B. Detailed agenda.
- C. Action plan.
- D. Site plan.

ANSWER: B

155. What needs to correspond to the marketing objectives to make them operational?

- A. Marketing strategies.
- B. Marketing message.
- C. Event identity.
- D. Advertising.

ANSWER: A

156. Aside from the theme, what other two factors should an event manager take into account when starting to develop an event decor plan?

- A. Site location and estimated attendance.
- B. Legislation and target market.
- C. Frequency and duration of the event.
- D. Budget and event objectives.

ANSWER: D

157. A press release is a source for \_\_\_\_\_.

- A. event planning.
- B. media coverage.
- C. evaluation.
- D. event close down.

ANSWER: B

158. \_\_\_\_\_ is one of the strategic marketing and communication tools by companies of all sizes.

- A. Strategic management
- B. Event management
- C. Visitors observation
- D. Audience survey

ANSWER: B

159. Three major categories of risks are \_\_\_\_\_.

- A. business risks, personnel risks, budget risks.
- B. project risks, technical risks, business risks.
- C. planning risks, technical risks, personnel risks.
- D. management risks, technical risks, design risks.

ANSWER: B

160. A risk item checklist would contain known and predictable risks from which of these categories?

- A. Product size.
- B. Development environment.
- C. Staff size.
- D. Process definition.

ANSWER: C

161. Risk projection attempts to rate each risk in two ways \_\_\_\_\_.

- A. likelihood and size.
- B. likelihood and probability.
- C. likelihood and impact.
- D. likelihood and mitigation.

ANSWER: C

162. Which factors affect the probable consequences likely if a risk does occur?

- A. Risk cost.
- B. Risk timing.
- C. Risk scope.
- D. Risk resources.

ANSWER: B

163. The day delegate rate is \_\_\_\_\_.

- A. the price charged by the venue for a one day event.
- B. the price charged for one delegate for use of a venue and all meals.
- C. the expected profit from each delegate for each day of attendance.
- D. the charge for use of one room at the venue for a day.

ANSWER: B

164. How many skills do an Event manager should posses?

- A. 10
- B. 12
- C. 7
- D. 8

ANSWER: C

165. Delegate feedback about a conference allows organisers to do a better job next time

\_\_\_\_\_.

- A. the above said statement is true.
- B. the above said statement is false.
- C. the question has some errors.
- D. there are no feedback involved.

ANSWER: A

166. \_\_\_\_\_ is a person who has the responsibility oversee all aspects of an event and has to work on the behalf of the management.

- A. event manager
- B. event officer
- C. administrator
- D. marketing manager

ANSWER: A

167. Sources of income fall into 2 main categories:

- A. Earned income: ticket sales, merchandising, catering and Unearned income: public sector grants, donations from individuals or trusts/foundations etc
- B. catering and public sector grants
- C. trusts and foundations

D. Local government authorities Individuals

ANSWER: A

168. GDC - Abbreviation

- A. guide developing committe
- B. Gascoyne Development Commission
- C. gross developing commission
- D. gadget dancer curser

ANSWER: B

169. Potential Hazards include:

- A. Slip, trips, terrain and wildlife.
- B. gas bottles
- C. fire extinguishers
- D. all the above

ANSWER: A

170. \_\_\_\_\_ describes employing the concept of risk to the security risk management paradigm to make a particular determination of security orientated events.

- A. Security Risk
- B. Risk Management
- C. external risk
- D. internal Risk

ANSWER: A

171. Event registration is a \_\_\_\_\_ step process for ensuring that you have a safe and successful event.

- A. 8
- B. 7
- C. 9
- D. 12

ANSWER: B

172. Registration must be completed at least \_\_\_\_\_ business days prior to the event.

- A. 5
- B. 9
- C. 10
- D. 11

ANSWER: A

173. Event Registration is processed from \_\_\_\_\_ offices.

- A. three
- B. two
- C. twelve
- D. four

ANSWER: D

174. \_\_\_\_\_ refers to costs that will probably occur based on past experience, but with some uncertainty regarding the amount.

- A. Escalation
- B. statistical basis
- C. Contingency
- D. catchall

ANSWER: C

175. What is target marketing?

- A. The practice of identifying a products ideal customer
- B. The practice of identifying a products regular customer
- C. The practice of identifying a products dealer.
- D. The practice of identifying a products agents.

ANSWER: A

176. Market segments can be defined by:

- A. Geography Income Age Sex Personal interests
- B. only personal interest
- C. only income
- D. all the above

ANSWER: A

177. \_\_\_\_\_ identified three kinds of skills for administrators.

- A. kyte
- B. Robert L Katz
- C. david
- D. colin

ANSWER: B

178. A Planned \_\_\_\_\_ is a public activity with a scheduled time, location & duration that may impact the normal operation of the surface transportation system due to increased travel demand &/or reduced capacity attributed to event staging.

- A. Special Event
- B. personal event
- C. official event
- D. corporate event

ANSWER: A

179. According to \_\_\_\_\_ public relations is practically as old as society.

- A. anne
- B. chadwick
- C. Edward Bernays
- D. billroth

ANSWER: C

180. father of public relations\_\_\_\_\_.

- A. Ivy Lee and Edward Bernays
- B. Basil Clarke and chadwick
- C. Harcourt Brace and Jovanovich
- D. Rubel and Gina

ANSWER: A

181. The stakeholder concept was first used in a \_\_\_\_\_ internal memorandum at the Stanford Research Institute

- A. 1999
- B. 1868
- C. 1922
- D. 1963

ANSWER: D

182. Some of today's largest PR agencies were founded in the \_\_\_\_\_.

- A. 1950s
- B. 1880s
- C. 1960s
- D. 1980s

ANSWER: A

183. According to \_\_\_\_\_ there is disagreement over whether these ancient events constitute public relations or are part of its history.

- A. dissosa
- B. Scott Cutlip
- C. duellas
- D. davinci

ANSWER: B

184. Publicity is one of the variables that comprise the \_\_\_\_\_.

- A. advertising
- B. sales
- C. promotional mix
- D. personal selling

ANSWER: C

185. \_\_\_\_\_ is a vital aspect of the experience for the attendees at the event.

- A. surrtounding
- B. Ambience
- C. enviorment
- D. nature

ANSWER: B

186. Events generally have a short life cycle and span over a period of \_\_\_\_\_ maximum.

- A. 12 months
- B. 10 months
- C. 9 months
- D. 2 months

ANSWER: A

187. A \_\_\_\_\_ is a folder of information to give reporters background information about your issue or program.

- A. press report
- B. press media

- C. press kit
  - D. weapon
- ANSWER: C

188. A \_\_\_\_\_ is a tool designed to generate news in particular, hard news that can advance the cause of your organization.

- A. press conference
- B. press site
- C. message
- D. electronic media

ANSWER: A

189. A \_\_\_\_\_ is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.

- A. trade fair
- B. exhibition
- C. trust
- D. business

ANSWER: A

190. The \_\_\_\_\_ is the world's largest trade fair for books, based on the number of publishing companies represented, as well as the number of visitors.

- A. Franchise book fair
- B. Frankfurt Book Fair
- C. French book fair
- D. France book fair

ANSWER: B

191. After World War II, the \_\_\_\_\_ was held again in 1949 at the St. Paul's Church.

- A. first book fair
- B. second book fair
- C. third book fair
- D. None of the above

ANSWER: A

192. A virtual trade show is:

- A. sometimes called a virtual tradefair
- B. event run in an online environment
- C. green environment
- D. event in a seashore

ANSWER: B

193. STP:

- A. segmentation, targeting, and positioning
- B. sharing, trading and pointing
- C. society, treasure and prohibit
- D. stimulate, target and perform

ANSWER: A

194. \_\_\_\_\_ defines management as, The art of getting things done through people.

- A. Mary Parker Follet
- B. Marry violet
- C. sung sang cho
- D. kelsang dolma

ANSWER: A

195. who is known as the father of scientific management?

- A. Felishia
- B. Fredrick w tagnus
- C. Frederick W. Taylor
- D. Shija M Eappan

ANSWER: C

196. \_\_\_\_\_ focused 14 principles of management.

- A. Henri Fayol
- B. Max Weber
- C. Tyco
- D. Dhanish k tyger

ANSWER: A

197. \_\_\_\_\_ is transmitted and learned by employees principally through stories, rituals, material symbols, and language

- A. Culture
- B. gender
- C. tradition
- D. cross culture

ANSWER: A

198. NAFTA means:

- A. Noidal Allignment fair trade agreement
- B. Norway African free trade assignment
- C. North American Free Trade Agreement
- D. North Asia fair trade agreement.

ANSWER: C

199. (WTO) means:

- A. The World Trade Organization
- B. The Wide Trade Organisation
- C. Who Thought Ocean
- D. The World Trade Organisers

ANSWER: A

200. ASEAN means:

- A. Associate of southern Asian Nations
- B. Association of Southeast Asian Nations
- C. Association of Sikh Arabic Norway
- D. Association of south African Nations

ANSWER: B

201. The term \_\_\_\_\_ refers to principles, values, and beliefs that define what is right and wrong behavior.

- A. Ethics
- B. Law
- C. Right to Speech
- D. Right to Freedom

ANSWER: A

202. A \_\_\_\_\_ is an individual or organization who seeks out opportunities to improve society by using practical, innovative, and sustainable approaches.

- A. Social Expectation
- B. Social Ethics
- C. social entrepreneur
- D. Social response

ANSWER: C

203. A \_\_\_\_\_ is a choice made from two or more alternatives.

- A. Bounded rationality
- B. decision
- C. Rational decision making
- D. Decision-Making Styles

ANSWER: B

204. Event Planning Guide includes:

- A. a) Alcohol Checklist b) Promoting Your Event c) Room Details
- B. a) Registration b) Promotion c) Robery
- C. a) Slaves b) Police officer c) Room Details
- D. a) Checklist b) Advertisement c) bafoon

ANSWER: A

205. Pre-event planning should begin \_\_\_\_\_ before the date of the event, if possible.

- A. 12-18 months
- B. 12-18 days
- C. 1 year
- D. 2 years

ANSWER: A

206. (FEMA) means:

- A. Funding Emerging Management Advertisement
- B. Fundamental Emerging Management Advertisement
- C. Federal Emergency Management Agency
- D. Federation Emerging Management Advertisement

ANSWER: C

207. (MOU) means

- A. Memorial Of Uganda
- B. Members Of Understanding

- C. Memo Of Understanding
- D. Memorandum Of Understanding

ANSWER: D

208. (EMS) means

- A. emergency medical services
- B. emergency medical scheme
- C. entertainment medical society
- D. emergency medical scheme

ANSWER: A

209. If any type of terrorist act occurs during a local special event, the \_\_\_\_\_ is the lead agency in the nation to handle terrorist responses and investigations.

- A. FBI
- B. SWAT
- C. ATF
- D. FEMA

ANSWER: A

210. The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one was said by

- \_\_\_\_\_.
- A. COPS
  - B. Mark Twain
  - C. Geoffrey Alpert
  - D. Chief Dan Flynn

ANSWER: B

211. As Professor \_\_\_\_\_ noted in the report on the Salt Lake City Olympics, The key challenge in this context is to forge new relationships in a time-limited way that can bridge difficult challenges. This may be the key challenge in the entire safety and security operation.

- A. Dan Flynn
- B. Aanee
- C. Jack Green
- D. Geoffrey Alpert

ANSWER: C

212. For the recent \_\_\_\_\_, the local law enforcement officers from some jurisdictions in Georgia and some other states lacked legal authority to enforce the law throughout Georgia until the Governor issued an executive order authorizing the Georgia Bureau of Investigations Director to swear them in as temporary special agents of the state.

- A. G-9 Summit
- B. G-8 Summit
- C. G-10 Summit
- D. G-12 Summit

ANSWER: B

213. One important lesson for law enforcement was learned from the \_\_\_\_\_ World Trade Organization (WTO) conference protestor riots in Seattle.

- A. 1988
- B. 1945
- C. 1967
- D. 1999

ANSWER: D

214. The DHS report expresses risk as an equation:

- A. Risk = Consequences x Likelihood
- B. Likelihood = Consequences x Risk
- C. Risk = Likelihood x Consequences
- D. Consequences = Likelihood x Risk

ANSWER: A

215. (FIG) means:

- A. Federal Intelligence Group
- B. Field Marshall Intelligence Group
- C. Foundation Intelligence Group
- D. Field Intelligence Group

ANSWER: D

216. The \_\_\_\_\_ has noted that cyber vulnerability may lead to, an implicit or explicit failure of the confidentiality, integrity, or availability of an information system.

- A. National Infrastructure Advisory Council
- B. Risk Management Division
- C. Transportation Security Administration
- D. Joint Terrorism Task Force

ANSWER: A

217. The hotel security staff can act as a \_\_\_\_\_ for security at special events.

- A. Supervisor
- B. Force multiplier
- C. Hotel Manager
- D. Administrator

ANSWER: B

218. \_\_\_\_\_ and \_\_\_\_\_ officers were assigned to work undercover at a number of local and regional events.

- A. Police, Commander.
- B. Defence, Army.
- C. Drug, vice.
- D. Disco, Pub.

ANSWER: C

219. (COG) means:

- A. Council of Governments
- B. Cost of Geo
- C. Councilor Of Govt
- D. Correspondent Of Governments

ANSWER: A

220. (MACC) means:

- A. Multiplier-Agency Command Center
- B. Multi-Agent Command Center
- C. Multi-Agency Command Center
- D. Multi-Agency Comman Center

ANSWER: C

221. (UC) means:

- A. UNESCO Command
- B. United Command
- C. Unity Command
- D. Unified Command

ANSWER: D

222. The NASCAR Minimum Security Standards recommend establishing a \_\_\_\_\_ at strategic access points to resolve identification and pass issues.

- A. Double bench
- B. trouble shoot
- C. trouble desk
- D. Niccotine

ANSWER: C

223. The U.S. Postal Service, Inspection Service, will work with special event organizers to conduct pre-delivery screening of mail and packages for \_\_\_\_\_ .

- A. Anthrax
- B. Explosive
- C. Biohazards
- D. Penicilin

ANSWER: A

224. (FAA) means:

- A. Federal Aviation Administration
- B. Federal agency Administration
- C. Federal Agent Administration
- D. Federal Aviation Admission

ANSWER: A

225. (TSA) Means:

- A. Transport Security Administration
- B. Transfer Security Administration
- C. Transportation Security Administration
- D. Transportation Social Administration

ANSWER: C

226. The \_\_\_\_\_ is the lead federal agency for intelligence.

- A. FBI
- B. SWOT
- C. FDD

D. WHO  
ANSWER: A

227. NYPD is \_\_\_\_\_ .

- A. an agency
- B. a ad agency
- C. a travel agency
- D. a campaign

ANSWER: A

228. \_\_\_\_\_ can also identify who is law enforcement, who is allowed to carry a firearm, who has escort privileges, and more.

- A. press
- B. patriot
- C. Badges
- D. packages

ANSWER: C

229. \_\_\_\_\_ involves support for security-related needs in the field of getting personnel resources to the field, equipping them, housing and feeding them, and attending to their other needs.

- A. Different objects
- B. Some of
- C. Same category
- D. Operational logistics

ANSWER: D

230. (TIC) means:

- A. Toxic industrial chemicals
- B. Treat in costume
- C. Trics in cosmetic
- D. Tone in Coir

ANSWER: A

231. Effective organising contains these four elements:

- A. a) competence b) control c) co-operation d) Communication
- B. a) conduct b) controversy c) co-operation d) Communication
- C. a) category b) casualty c) co-operation d) Communication
- D. a) corporate b) control c) co-operation d) Communication

ANSWER: A

232. Safety co-ordinators can assist in the:

- A. selection and monitoring of contractors
- B. experience or knowledge
- C. recorded in an event logbook
- D. damage to property

ANSWER: A

233. \_\_\_\_\_ is a field of planetary science comprising the study of surface shape and features of the Earth and other observable astronomical objects including planets, moons, and asteroids.

- A. Topography
- B. Geography
- C. Monography
- D. Monopoly

ANSWER: A

234. \_\_\_\_\_ of a line is a number that describes both the direction and the steepness of the line.

- A. Slopes
- B. gradient
- C. Point
- D. Mark

ANSWER: A

235. Place of \_\_\_\_\_ is a place in which a person is no longer in danger from fire.

- A. arrangements
- B. safety
- C. standing
- D. escape

ANSWER: B

236. \_\_\_\_\_ gives guidance on the minimum scale of provision of various extinguishing media for dealing with a fire involving exposed surfaces of contained liquid.

- A. US 5306-3:2003
- B. DS 5306-3:2004
- C. BS 5306-3:2003
- D. QS 5306-3:2003

ANSWER: C

237. \_\_\_\_\_ exercises are strongly recommended before the event.

- A. Communication
- B. Climate
- C. Weather
- D. Occupation

ANSWER: A

238. \_\_\_\_\_ means communication between two or more groups, or co-operation or working together.

- A. framework
- B. pilot
- C. Liason
- D. sign

ANSWER: C

239. A \_\_\_\_\_ is a large board for publicly displaying the score in a game.

- A. storyboard
- B. scoreboard
- C. cluster
- D. brainstorming

ANSWER: B

240. \_\_\_\_\_ is a solid-state lamp that uses light-emitting diodes as the source of light.

- A. LED
- B. OLED
- C. PED
- D. DC

ANSWER: A

241. The \_\_\_\_\_ is the broker between the entertainer and the facility and plays a critical role in preparation of contracts.

- A. promoter
- B. Provider
- C. protecto
- D. producer

ANSWER: A

242. \_\_\_\_\_ security is a product of rock concerts.

- A. Peer
- B. Tee-shirt
- C. t-shirt
- D. patrons

ANSWER: B

243. The Occupational Safety and Health Act of 1970, this act, which established the Occupational Safety and Health Administration, was designed to force employers to provide safe and healthy work environments and to make organizations liable for \_\_\_\_\_ safety.

- A. workers
- B. Employers
- C. Labours
- D. Officers

ANSWER: A

244. This law, known as the National Labor Relations Act, is the main piece of legislation governing union/management relations, and is a chief source of regulation for HRM departments by

- 
- A. the WEBACE Act of 1955.
  - B. the Wagner Act of 1935.
  - C. Business ethics.
  - D. healthy management.

ANSWER: B

245. \_\_\_\_\_ is the process of aligning competitive strategy with the mechanisms that identify, aggregate, mitigate, avoid and transfer risk.

- A. Enterprise risk management
- B. Category risk barometer
- C. companys culture
- D. starting points

ANSWER: A

246. The new laws, regulations and guidance, reflect an evolution in regulatory \_\_\_\_\_ .

- A. Physiology
- B. Psychology
- C. philosophy
- D. Anthropology

ANSWER: C

247. \_\_\_\_\_ , business values and ethics and compliance communication programs should look beyond legal and regulatory boundaries to tone at the top, employee buy-in, motivation and promotion programs, and other factors that influence organizational culture.

- A. Codes of ethics
- B. codes of symbols
- C. codes of signs
- D. Codes of conduct

ANSWER: D

248. \_\_\_\_\_ builds trust and encourages buy-in from management.

- A. Transparency
- B. Transferring
- C. Transport
- D. Target

ANSWER: A

249. \_\_\_\_\_ the perceptions of clients and key stakeholders with regard to the companys reputation and customer satisfaction.

- A. Interview
- B. Survey
- C. Experiment
- D. Analysis

ANSWER: B

250. The purpose of the \_\_\_\_\_ is to check the courses of business regarding any risks and to train the participants in questions in the field of competition law.

- A. Training of staff
- B. E-learning program
- C. Antitrust Audit
- D. Competition

ANSWER: C

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