**BUSINESS MEETING**

**MANAGEMENT CONCEPTS**

**(590)**

—OPEN EVENT—

REGIONAL – 2020

DO NOT WRITE ON TEST BOOKLET

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

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*Workplace Skills Assessment Program* competition.

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

1. \_\_\_\_\_\_\_ helps an organization decide what it wants to accomplish.

A. Establishing objectives

B. Evaluating alternatives

C. Analyzing the situation

D. Implementing the plan

2. Successful organizations charged with meeting planning do *not \_\_\_\_\_\_.*

A. Assign lines of authority

B. Coordinate special tasks of members

C. Assign lines of authority

D. Count on autocratic leadership

3. Meeting success depends upon \_\_\_\_\_\_.

A. Having a strategy

B. Having open style leadership

C. Lapse of ethics

D. Basing all decisions on the bottom line profit

4. Which of the following characteristics is *not* true about a meeting-planning organization?

A. Focuses attention on accomplishing tasks most effectively

B. Consists of people with specialized tasks

C. Empathizes with the group planning a meeting

D. Up sells services to meeting clients

5. Feedback from meeting attendees \_\_\_\_\_\_.

A. is rarely considered for future meetings

B. is an important function of the control system

C. should *not* be taken seriously

D. is only negative

6. Which of the following is *not* true about a group planning a meeting?

A. Consists of two or more persons

B. Interacts for some specific purpose

C. Has members who are usually cohesive

D. Rarely count on hospitality professionals to plan the meeting

7. \_\_\_\_\_\_\_ exposes a group of people to a problem and then allows them to generate ideas for a solution.

A. Brainstorming

B. Casting

C. The Delphi Technique

D. Shadowing

8. Knowledge management is important for meeting planning because it \_\_\_\_\_\_\_.

A. is the ability of a manager to understand what is known in his or her organization

B. allows the organization to perceive the needs of guests

C. allows management to predict the impact of external economic factors

D. measures feedback of meeting participants

9. \_\_\_\_\_\_\_ is *not* part of the development phase for meeting planning.

A. Evaluating objectives

B. Developing a mission

C. Describing the business market

D. Setting objectives

10. Objectives \_\_\_\_\_\_.

A. are *not* set when planning meetings

B. are never in conflict

C. are rarely consistent with the organization’s mission

D. reveal the priorities of the organization

11. \_\_\_\_\_\_\_ are prescribed directions for conduct in the meeting-planning industry.

A. Objectives

B. Missions

C. Rules

D. Procedures

12. Hotel rooms held or marked for a special meeting or conference are called a \_\_\_\_\_\_\_.

1. reserved set
2. walk-in rooms
3. revenue rooms
4. block of rooms

13. \_\_\_\_\_\_\_ looks at the weaknesses and strengths of possible venues for a meeting.

A. Benchmarking

B. SWOT analysis

C. Environmental scanning

D. Scenario building

14. \_\_\_\_\_\_\_ presents the greatest challenge for strategic planning of meetings.

A. External environment

B. Internal environment

C. Corporate management

D. SWOT analysis

15. \_\_\_\_\_\_\_ are *not* included in the external environment for meeting planning.

A. Demographic trends

B. Cultural trends

C. Economic trends

D. Company financial trends

16. \_\_\_\_\_\_\_ is a planning process whereby an organization learns from the “best practices” within the industry or other successful companies.

A. Benchmarking

B. SWOT analysis

C. Environmental scanning

D. Scenario building

17. \_\_\_\_\_\_\_ refers to the basic steps that a meeting manager must take to reach objectives for the client.

A. Strategy

B. Procedure

C. Policy

D. Mission

18. The \_\_\_\_\_\_\_ of the group planning a meeting reveals its purposes for being.

A. objective

B. mission

C. internal environment

D. goal

19. Which of the following is *not* true about strategic management for meeting planners?

A. Prevents problems before they happen

B. Reinforces the strength of group decision making

C. Empowers employees and managers with decision-making power

D. Creates information overload and confusion

20. Which of the following is *not* a step in the strategic management process for meeting planners?

A. Create strategies to address market needs better than competitors

B. Formulate the organization’s mission or purpose

C. Describe the business market that the organization will pursue

D. Maintain status quo in the marketplace

21. Which of the following items is *not* part of the meeting planning company’s internal environment?

A. Economy

B. Marketing strategy

C. Accounting procedure

D. Management policy

22. Orientation in the meeting-planning industry \_\_\_\_\_\_.

A. is important for new employees

B. is necessary for successful teams

C. helps workers feel comfortable with their jobs

D. All the above

23. Communicating and associating with a variety of leaders at meetings is referred to as \_\_\_\_\_\_\_.

A. delegation

B. networking

C. globalization

D. diversity

24. Staff development in the hospitality industry \_\_\_\_\_\_.

A. is fully taken care of through orientation

B. is necessary due to the latest technology

C. is rarely upbeat

D. should be optional for employees

25. Labor unions in the meeting and convention industry bargain with management for their members. This process is called \_\_\_\_\_\_.

A. Arbitration

B. Mediation

C. Delegation

D. Collective bargaining

26. \_\_\_\_\_\_\_ leadership often results in a decline in employee performance.

A. Situational

B. Democratic

C. Autocratic

D. Open

27. Teams within the meeting planning organization \_\_\_\_\_\_\_.

A. usually are ineffective

B. feel responsible for the work they complete

C. tend to diminish the incentives for individual performance

D. have become less prominent than before

28. Situational leaders in the meeting-planning industry \_\_\_\_\_\_\_.

A. understand the importance of inflexibility

B. maintain the same leadership style for all situations

C. ignore individual employee strengths

D. have the ability to make quick decisions

29. Which of the following is *not* an element of the external environment when planning a meeting or conference?

A. Current hotel personnel

B. Culture

C. Economy

D. Government regulations

30. Problem solving \_\_\_\_\_\_.

A. is *not* the same as decision making

B. does *not* involve decision making

C. does *not* involve creating alternatives to reach a goal or objective

D. should *not* be delegated to employees

31. The external environment \_\_\_\_\_\_.

A. deals with anything that is within the organization

B. concerns factors that are under the control of the organization

C. rarely impacts meetings

D. involves factors beyond the organization’s control

32. Empowered employees \_\_\_\_\_\_.

A. revolt against the company

B. are given more decision-making opportunities within the company

C. are strictly supervised

D. need more self-esteem

33. Meeting Planner Principles is the Code of Ethics for the

A. Convention Visitors Bureau.

B. Meeting Professionals International.

C. Event Professionals International.

D. Meeting Planners Incorporated.

34. When planning food and beverage for an event, the Meeting Planner will meet with the \_\_\_\_\_\_.

A. General Manager.

B. Conference Coordinator.

C. Convention Planner.

D. Catering Manager.

35. Venues for many large association meetings are planned three to four years in advance. This is an example of \_\_\_\_\_\_ planning.

A. strategic

B. intermediate

C. situational

D. short-term

36. The conference event program does *not* include:

A. map of the venue for the event

B. price for conference registration

C. speaker biographies

D. event sponsors

37. A basketball arena only sells Coke™ products. In this situation, Coke™ is a \_\_\_\_\_\_\_

* 1. retailer
  2. distributor
  3. wholesaler
  4. vendor

38. One strategy to offset the cost of event staff is:

A. to use online registration

B. to take advantage of public transportation

C. to utilize services offered by the convention and visitors bureau

D. charge higher registration rates for participants

39. The fastest, most affordable channel to promote and publicize an event to a large audience is

A. by e-mail.

B. by newspaper.

C. by direct mail campaigns.

D. through word of mouth.

40. An art gallery is well suited for

A. large association meetings.

B. vibrant political events.

C. large family reunions.

D. small intimate fundraising gatherings.

41. Which of the following is *not* a special challenge meeting professionals must be prepared to handle?

A. special dietary needs request

B. last minute housing requests

C. sponsorships

D. special needs accommodations

42. Securing enough hotel rooms for a conference is part of the \_\_\_\_\_\_\_ responsibility for meeting professionals.

A. audio visual

B. production

C. logistics

D. housing

43. Hotels that offer \_\_\_\_\_\_\_ are attractive to participants who fly into an airport that is 20 miles from the convention center.

A. shuttle service

B. wake up calls

C. bell captain service

D. concierge service

44. Outsourced services are performed by \_\_\_\_\_\_\_.

A. individuals hired by the venue

B. individuals in charge of a meeting or conference

C. in-house departments

D. organizations outside of the actual meeting venue

45. \_\_\_\_\_\_\_ is a professional community for the [global meetings industry](http://en.wikipedia.org/wiki/Event_planning).

A. American Meeting Association (AMA)

B. National Meeting Association (NMA)

C. Meeting Professionals International (MPI)

D. Conventions and Visitors Bureau (CVB)

46. A large group of people who meet to deliberate about a specific topic is a

A. conference.

B. meeting.

C. convention.

D. special event.

47. The emcee of the event is also known as the

A. managing chairperson.

B. managing company.

C. main center stage.

D. master of ceremonies.

48. Organizations seeking to provide services and *not* to make money are

A. not-for-profit entities.

B. entrepreneurs.

C. corporations.

D. partnerships.

49. Information consists of

A. unorganized data or facts.

B. data or facts that have been organized into a meaningful form.

C. only facts that a conference coordinator has verified.

D. any data related directly to a meeting agenda.

50. To work effectively in a team

A. define the tasks or duties of each team member

B. identify how success will be measured

C. do *not* waste time setting team goals

D. both A and B