**Multiple Choice Questions**

**10 Effect Measurement and Evaluation**

Question 1

Within the Plan-Do-Check-Act cycle, effect measurement and evaluation take place in the:

A Act phase.

B Do phase.

C Check phase.

D Plan phase.

Question 2

Public spending is increasing as a result of additional security measures in a city. Statement: This is an example of:

A An intended positive effect.

B An intended negative effect.

C An unintended positive effect.

D An unintended negative effect.

Question 3

In the effects matrix of Hall, the various types of effects and the corresponding forms of manifestation are described.

Statement: Cultural clashes are manifestations of:

A Tourism-related commercial effects.

B Social effects.

C Psychological effects.

D Political effects.

Question 4

Are the following statements true or false?

I Effects of corporate events can be better managed than effects of public events.

II Economic effects are more important in Hall’s model than psychological effects.

A Statement I is true, statement II is false.

B Statement I is false, statement II is true.

C Both statements are true.

D Both statements are false.

Question 5

The key question of ‘Who wants to know what and why?’ is of crucial importance in effect measurement and evaluation.

Statement: Which statement is NOT true?

A The interested party having the effect measurement carried out will determine which effects are to be measured and by whom.

B The performing party will determine which effects are to be measured and by whom.

C The client of the event determines which effects should be measured and why.

D The angle concerned will determine which effects should be measured.

Question 6

Effect measurement and evaluation can be set up for various reasons.

Statement: Which of the following reasons is incorrect?

A Accountability.

B Return on investment.

C Monitoring the event.

D Input-output model.

Question 7

A company is organizing an event to increase employee commitment to the organization.

Statement: This is:

A A strategic effect objective.

B An operational effect objective.

C An attainment objective.

D A tactical effect objective.

Question 8

What are effect measurement and evaluation used for?

A To uncover the critical success factors.

B To indicate what the event will look like.

C To better set up effect measurement and evaluation.

D To determine who wants to know what and why.

Question 9

Put the activities in making a plan for effect measurement and evaluation in the right order: 1 = collecting data, 2 = operationalizing measurement instruments, 3 = determining what you want to measure, 4 = choosing indicators.

A 1, 2, 3, 4.

B 4, 3, 1, 2.

C 3, 4, 2, 1.

D 2, 3, 1, 4.

Question 10

What is measured by means of the second measurement?

A Satisfaction.

B Basic experience.

C Changes in attitude and behaviour.

D Knowledge.

Question 11

Which of the following statements is NOT true?

A The ROI model is suitable as an instrument to measure the results afterwards, but also as a planning technique.

B The ROI pyramid always has to be completed entirely.

C The ROI model links goals to needs.

D The ROI model uses various methods to collect data.

Question 12

Which of the following statements about the World Cyclo-Cross Championships 2014 Hoogerheide (appendix 2 of the book) is true?

A Within the economic impact study, the COROP area does not play a role.

B Additional spending involves visitor spending within the COROP area.

C The multipliers within the input-output model determine the economic impact in the end.

D The multipliers in combination with the additional spending determine the economic input in the end.

Question 13

The effects matrix of Hall is a tool for:

A Determining the right measurement method for effect measurement.

B Evaluating the positive and negative effects of an event.

C Measuring the severity of the effects of an event.

D Uncovering possible effects that may occur as a result of an event.

Question 14

Accountability is an important reason for event measurements. What does accountability mean?

A Demonstrating that the event generated money.

B Demonstrating that the event was cost-neutral.

C Formulating objectives in advance.

D Accounting for the policy pursued and investments made