**Multiple Choice Questions**

**2 Trends and Developments: Consumers’ Pursuit of Happiness**

Question 1

The event manager’s work in the happiness economy is characterized by a shift in focus from co-creation to quality of life as well as meaning and purpose.

Statement: Where, as a consequence of this, can opportunities for innovation in the events sector be found?

A Creating experiences.

B Orchestrating optimal experiences.

C Generating meaning for people and society.

D Inventing experience concepts.

Question 2

Put in the right order, from the oldest stage to the most recent: 1 = transformation economy, 2 = agricultural economy, 3 = experience economy, 4 = service economy, 5 = industrial economy.

A 2, 5, 3, 4, 1.

B 5, 2, 4, 1, 3.

C 2, 4, 5, 3, 1.

D 2, 5, 4, 3, 1.

Question 3

The term of ‘aggregate experience’ (total, overall experience) refers to:

A All physical experiences.

B The use of all possible experience instruments.

C Adding co-creation as the most important element.

D Creating meaningful moments.

Question 4

Which of the following terms is an alternative term for the happiness economy?

A Experience economy.

B Service economy.

C Sharing economy.

D Transformation economy.

Question 5

During the NieuwLicht Festival at Westergasfabriek in Amsterdam, participants, performers and visitors donate a part of the revenues to charity every year.

Statement: That is why this event is:

A Memorable.

B Transformational.

C Co-creating.

D Meaningful.

Question 6

The two main academic disciplines involved in explaining the importance of happiness for society in general and events in particular are:

A Economy and psychology.

B Economy and sociology.

C Psychology and sociology.

D Imagineering and psychology.

Question 7

‘The event manager has evolved from experience director to happiness manager.’ Statement: Which of the following statements reflects the most accurately what is meant by this?

A The event manager knows which factors promote the individual consumer’s emotional well-being and is able to translate these into the event context.

B The event manager has the skills needed to translate strategic objectives into an event context in order to create meaning.

C The event manager has the knowledge and skills needed to create an event context and to uncover the individual wishes of consumers.

D The event manager is able to organize events with programmes that effectively ensure the best possible experience for the consumer.

Question 8

Are the following statements true or false?

I A scenario study is a method to get a grip on the uncertainty of the future.

II CLC-Vecta commissioned a scenario study which produced four possible future scenarios, including consequences, for the live communication sector.

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.