**Multiple Choice Questions**

**3 Event Marketing**

Question 1

Are the following statements true or false?

I In the product-oriented phase of marketing, companies were able to distinguish themselves by the quality of the product.

II Consumers today settle for the function of a service or product.

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 2

Are the following statements true or false?

I Event marketing is an excellent method in order to meet the material needs of consumers.

II In today’s society, where the primary needs have been met, consumers are looking for value creation through experiences.

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 3

When a company invites its business contacts for an anniversary, this is referred to as:

A Marketing for events.

B Marketing for relationships.

C Marketing by events.

D Marketing by business-to-business.

Question 4

Redhead Days is a festival that has been organized for more than ten years in the centre of Breda in the first weekend of September. During this weekend, redheads from all over the world come together to enjoy exhibitions, lectures and workshops, fashion shows, photo shoots, beauty and fashion advice, and music. Is the following statement true or false?

Redhead Days is a good example of event marketing, especially of the ‘marketing for events’ approach.

A True.

B False.

Question 5

Which of the following statements about strategies for using events is correct?

A Ultimately, the use of events is about the economic objective of an organization.

B A strategically used event can only be organized on the basis of one strategic choice (objective).

C To achieve the goal, the external branding strategy is the most suitable.

D The relationship marketing strategy focuses on influencing knowledge, attitude and behaviour.

Question 6

When it comes to event marketing, it is not always necessary to organize events yourself. There are two other possibilities, i.e.:

A Brand venues and relationship events.

B Connecting to an existing event and facilitating events.

C Sponsored events and facilitating events.

D Relationship events and side events.

Question 7

Are the following statements true or false?

I The event takes place in the direct-exposure phase.

II To optimize the visitor experience, the event is often supported by communication resources and channels in the pre-, direct- and post-exposure phases.

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 8

FloraHolland celebrated its 100th anniversary in 2017. The big anniversary party was celebrated ‘at home’, at the company’s own flower auction in Rijnsburg. During the first evening, more than five thousand employees and their partners/spouses enjoyed an unforgettable evening.

Statement: To which type of event marketing does this event belong?

A Brand event.

B Relationship event.

C Internal branding event.

D Sponsored event.

Question 9

In the book, the advantages and disadvantages of events and event marketing are discussed.

Statement: Which of the following statements is false?

A Events allow direct anticipation of the target group’s experience thanks to interaction and direct physical contact.

B With events, various target groups can be approached with a very specific message.

C Events can be organized easily.

D An event gives you only one opportunity to show what was planned in advance.

Question 10

Put in the right order: 1 = message, 2 = objective, 3 = target group, 4 = instruments and/or resources and media, 5 = follow-up.

A 2, 1, 3, 5, 4.

B 3, 1, 2, 4, 5.

C 2, 1, 3, 4, 5.

D 2, 3, 1, 4, 5.

Question 11

Whether or not an event is used, usually depends on several factors.

Statement: Which of the following factors does NOT determine whether an event is used?

A Level of support in the organization.

B Costs.

C Objective.

D Project organization.