**Multiple Choice Questions**

**7 Events and City Marketing: The Role of Events in Cities**

Question 1

The marketing mix for city marketing consists of seven Ps.

Statement: To which functions or groups does the P for personnel in a municipal organization refer?

A The mayor and aldermen of the municipality.

B All employees of the municipal organization.

C The employees of the department of marketing and/or communication of the municipal organization.

D The civil servants of the organization and the inhabitants of the municipality.

Question 2

At the historic market square of a city centre you pay more for a cup of coffee than outside the centre.

Statement: This is an example of:

A City branding: the brand serves as a source of symbolism and provides economic added value.

B City marketing: the hospitality entrepreneur is the source for a successful economic marketing policy.

C City branding: the city centre is more attractive than the rest of the city.

D City marketing: in which the P for place is more important than the P for price.

Question 3

City brands are loaded by a wide variety of resources. According to Kotler, Haider and Rein, four elements play a role in making a city more attractive, including urban design, infrastructure improvement and basic services. The fourth element includes events.

Statement: What is this element called?

A Buildings.

B Attractions.

C Culture.

D Tourism.

Question 4

Which of the following roles of events does not relate to events that took place in cities in the late 1980s?

A Empowering new urban traditions.

B Distraction from the harshness of life.

C Development of meanings.

D Strengthening the position of those in power.

Question 5

Are the following statements true or false?

I The seven Ps of the marketing mix for city marketing are product, price, place, promotion, politics, presentation and personnel.

II City marketing is determined by politics to a high degree and the political climate has an impact on the profiling of the city.

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 6

Which of the following descriptions does not apply to city branding?

A It is a means to build a clear city identity based on clearly defined core values.

B It is a form of self-expression as a marketing tool.

C People make the city.

D It comprises a vision of event development within a city.

Question 7

An eventful city is a city that is able to set itself apart on the basis of events. What is a possible disadvantage for a city of investing in events instead of buildings?

A High cost.

B Few effects in the short term.

C Less flexible.

D Negative consequences due to reputational damage.

Question 8

One of the critical success factors for an events programme is ‘power’.

Statement: What is meant by this term?

A The power of the residents in the city.

B The power of the companies in the city.

C The power of the political support.

D The power of the resources.