**Multiple Choice Questions**

Question 8

Are the following statements true or false?

I On the basis of customer knowledge and business objectives, companies can use events to achieve success quickly, but also to build lasting relationships.

II Curry’s customer pyramid shows which customers are important to an organization.

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 9

Ernst & Young is one of the largest financial services companies in the Netherlands and has been a partner of NOC\*NSF (Dutch Olympic Committee \* Dutch Sports Federation) since 1999. During the Olympic Games, the company invites its most important customers to athletics competitions.

Statement: What is the main reason of Ernst & Young to invite its customers to this event?

A Showing appreciation.

B Informing customers.

C Activating customers.

D Encouraging customers to buy.

**5 Events and Marketing Communication**

Question 1

A renowned events agency is briefed by the famous car brand Citroën on the content and purpose of an event for dealers of the brand. The agency is going to translate this into a concept for the event that is in line with Citroën’s brand values.

Statement: This process is called:

A Decoding the message.

B Encoding the message.

C Feeding back the message.

D Initiating the message.

Question 2

Events are suitable for achieving communication objectives on each of the three levels of the KAB principle.

Statement: KAB stands for:

A Knowledge, attitude, business.

B Know-how, attitude, business.

C Know-how, activity, behaviour.

D Knowledge, attitude, behaviour.

Question 3

The definition of communication (Michels, 2013) in chapter 5 contains several important keywords.

Statement: Which of the keywords does not occur in this definition?

A Meaning.

B Verbal symbols.

C Certain intention.

D Event message.

Question 4

Are the following statements true or false?

I In live communication or experience communication, the event as an experience is orchestrated in such a way that the communication message reaches the target group.

II Live communication is a highly effective form of communication for, among other things, establishing a connection with the product, service or company.

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 four aspects of a message are:

A Business, communication, experience, purpose.

B Business, expressive, relational, appealing.

C Communication, appealing, expressive, relational.

D Experience, business, appealing, communication.

Question 6

Which of the following aspects is NOT a characteristic of free publicity?

A Editorial attention.

B Free.

C Dependence on editorial staff.

D Commercial.

Question 7

Events are excellent for creating news value.

Statement: Which of the following criteria is NOT a criterion for news value?

A Credible.

B Different.

C Authority.

D Lots of consequences for many people.

Question 8

In the past, a relatively large portion of the advertiser’s budget went to radio, television and print media, but nowadays, as a result of all kinds of technological developments, the cake is sliced up between many more types of media.

Statement: Are the following statements true or false?

I Radio, television and print media are highly suited to communication on experiences.

II Social media and events have created extra platforms for advertisers.

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.