**Practice test including answers**

**Questions**

**Question 1**

Events are increasingly used for strategic purposes.

Statement: Which of the following reasons does not have anything to do with this?

A Marketers find themselves faced with increasingly elusive target groups and traditional marketing communication tools no longer suffice to reach these target groups.

B The message of events is more likely to stick, because visitors have experiences and memories of these events.

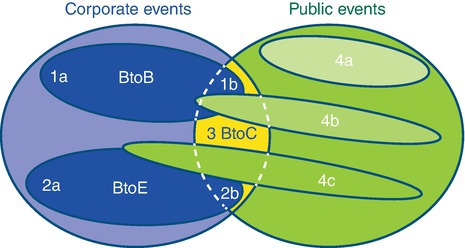
C Thanks to their interactive character, events can be connectors as well as contributors to the working and living environment within a company, city or district.

D When creating emotional added value for a product or service, it is important that the organizer knows which contact moments are crucial for visitors. Bad experiences with the organization in one of the three phases can have a negative impact on the overall experience.

**Question 2**

The website of the Huishoudbeurs (home and interior fair) says: “The Huishoudbeurs is held every year in Amsterdam RAI. You’ll find everything you need to know about fashion, personal care, home and lifestyle, leisure and culinary cooking. Come shopping with your friends and try things out at the 400 ‘shops’ under one roof. Watch the latest fashion shows together and enjoy the live performances. Take part in one of the workshops and taste the various snacks and drinks. And don’t forget… take advantage of the keen offers at the fair!”

Statement: Which segment of the model does the Huishoudbeurs belong to?



A 1b.

B 3.

C 4b.

D 4c.

**Question 3**

The current transition from the experience economy to the happiness economy is characterized by a shift in emphasis from experiences to quality of life and happiness.

Statement: What is the most important characteristic of the happiness economy?

A Sustainable change.

B Authenticity.

C Quality.

D Orchestrating experiences.

**Question 4**

Are the following statements true or false?

I Co-creation is a trend that refers to the changing relationship between supply and demand.

II Devaluation of the experience concept means that the experience is a strong and distinctive feature of events.

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 field of event marketing stems from the evolution of entrepreneurship.

Statement: The correct order of the phases in this evolutionary process is:

A sales-oriented, product-oriented, marketing-oriented, communication-oriented.

B product-oriented, marketing-oriented, sales-oriented, communication-oriented.

C communication-oriented, product-oriented, sales-oriented, marketing-oriented.

D product-oriented, sales-oriented, marketing-oriented, communication-oriented.

**Question 6**

Several strategies are available for using events as a marketing tool.

Statement: Which of the following strategies is *not* a marketing strategy?

A Relationship marketing strategy.

B Internal branding strategy.

C City marketing strategy.

D Effect measurement strategy.

**Question 7**

Chapter 4 of the book describes how events have come to play an increasingly important part in relationship marketing policy.

Statement: Which development is this based on?

A Companies are getting bigger and bigger and want more intensive contacts with customers.

B Competition between suppliers is mainly based on price, which allows organizations to keep distinguishing themselves from their competitors.

C The market has become more transparent and individual needs can be better responded to due to technological developments.

D Organizations are no longer able to reach customers, which is why they’ve started focusing on relationships.

**Question 8**

The 3 Rs in relationship marketing stand for:

A relationships, referral, registration.

B reputation, reciprocity, relationships.

C reputation, registration, reciprocity.

D representation, reputation, registration.

**Question 9**

In the communication model with sender and receiver, the event has the role of:

A sender.

B receiver.

C medium.

D message.

**Question 10**

Are the following statements true or false?

I Events are suitable as a channel in achieving knowledge, attitude and behavioural objectives.

II Events are not a product, but a means to achieve objectives in the area of knowledge, attitude and behaviour.

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 11**

Festival Mundial - a well-known multicultural festival in Tilburg which has been attracting thousands of visitors for many years - is an example of:

A a product brand.

B a corporate brand.

C an ingredient brand.

D a sponsored brand

**Question 12**

Kapferer’s brand identity prism is a model to establish the identity of a brand.

constructed source

constructed receiver

a

c

d

f

e

b

Within this model, personality falls under facet:

A a.

B b.

C d.

D e.

**Question 13**

In the past, cities focused their city promotion efforts on:

A residents.

B visitors.

C companies.

D tourists.

**Question 14**

In the events sector too, sustainability is becoming increasingly important, comprising more than just ‘green’ and ‘CO2-neutral production’.

Statement: Which of the following components does *not* play a role in sustainability at events?

A Economic growth.

B Equal working conditions.

C Dealing responsibly with nature and environment.

D Social well-being.

**Question 15**

The individual experience of an event unfolds as a personal story (storytelling).

Statement: For the purpose of an optimal experience, your event is structured as follows:

A introduction, build-up, suspense, trigger moment, climax, run-down.

B suspense, introduction, trigger moment, build-up, climax, run-down.

C trigger moment, introduction, suspense, build-up, climax, run-down.

D build-up, introduction, trigger moment, suspense, climax, run-down.

**Question 16**

Are the following statements true or false?

I Co-creation is involving the consumer in shaping the experience that best fits the meaning he personally wants to give to his/her life.

II Storytelling is the ideal means of conveying values and norms, evoking emotions and even bringing about transformations.

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 17**

Are the following statements true or false?

I Touchpoints are moments when a visitor or customer comes into contact with the company.

II Touchpoints are all moments of communication when a visitor or customer comes into contact with the 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 18**

Put the touchpoint model for events in the right order, as seen from the visitor perspective (start in the middle of the circle): 1 = touchpoints, 2 = visitor, 3 = meaningful moments, 4 = pre-, direct- and post-exposure, 5 = values/motives.

A 5, 2, 4, 3, 1.

B 2, 5, 4, 3, 1.

C 2, 5, 3, 4, 1.

D 5, 1, 4, 3, 2.

**Question 19**

Effect measurement and evaluation take place after the event.

Statement: This statement is:

A true.

B false.

**Question 20**

The Love & Marriage Fair is a fair featuring a wide range of exhibitors showcasing their products and services to couples who are getting married. The fair attracts about eight hundred couples, some 80% of which are interesting to one particular stand represented by a small business that offers two wedding venues. This stand succeeds in establishing thirty good contacts with couples who are planning to get married.

Statement: For this particular stand at the fair, eight hundred couples is an example of:

A a qualitative attainment objective.

B a tactical attainment objective.

C a potential attainment objective.

D an effective attainment objective.

**Answers**

1 D

2 B

3 A

4 A

5 D

6 D

7 C

8 B

9 C

10 A

11 A

12 B

13 A

14 A

15 B

16 C

17 A

18 B

19 B

20 C