Events Management 1st edition Bladen Test Bank

SKU: 9780415577410-TEST-BANK

1 In selecting projects, event managers must firstly be able to evaluate how they relate to ...

(A) Strategic factors and overall feasibility

(B) Levels of staffing within the organisation

(C) Prior experience of delivering similar projects

(D) The activities of direct competitors

Answer: (A) Strategic factors and overall feasibility

2 Which one of the following statements is true? Project-led organisations ...

(A) Group people into departments performing similar tasks

(B) Have predefined line management structures

(C) Combine functional and project-led structures

(D) Group people into temporary teams for the duration of projects

Answer: (D) Group people into temporary teams for the duration of projects

3 Which one of the following techniques can support effective project crashing?

(A) Cancelling event contracts

(B) Sacking staff to reduce costs

(C) Outsourcing aspects of the project

(D) Negotiating a new event date with the client

Answer: (C) Outsourcing aspects of the project

4 Which four of the following five statements make up the event project evaluation life cycle?

(A) Set event objective

(B) Measure performance

(C) Compare with planned measure

(D) Commission an independent evaluation

(E) Take corrective action

Answer: (A) Set event objective
(B) Measure performance
(C) Compare with planned measure
(E) Take corrective action

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