Strategic Communication in Event Planning for Corporations Nonprofits and Individuals 1st edition Parmelee Test Bank

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Chapter 1 Test bank for event planning book

1. Which of the following is a factor in preparing for an event?
    a. Staffing
    b. Purpose
    c. Social media
    d. Advertising
    Answer: B
2. This is the first thing event planners should discover from a client:
    a. Use of traditional media
    b. Future sales
    c. Number of consumers
    d. Objectives
    Answer: D
3. What is the focus of ROI?
    a. The return you want
    b. Research of initiatives
    c. Number of similar events in an area
    d. Extent of branding efforts
    Answer: A
4. This means of promoting an event can result in people ignoring them after seeing them the first time:
    a. Moving billboards
    b. Banners
    c. TV advertisements
    d. Direct mail
    Answer: B
5. Which of the following type of audience is people not involved in the daily operation of an organization?
    a. Employee
    b. Internal
    c. External
    d. Both A and B
    Answer: C
6. This audience position in relation to an organization is people slightly interested in the entity:
    a. Secondary
    b. Primary
    c. Intervening
    d. None of the above
    Answer: A
7. Which of the following is a requirement for audience segmentation?
    a. Definable
    b. Mutually exclusive

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c. Accessible
d. All of the above
Answer: D

8. This item is an example of a quantifiable audience demographic characteristic:
   a. Hobbies
   b. Location
   c. Religiosity
   d. Product purchases
   Answer: C
9. The audience description technique that involves describing the group as an individual:
   a. Psychographics
   b. Persona
   c. Social trending
   d. Lifestyles
   Answer: B
10. Which of the following SWOT categories deals with determining which problems an organization might encounter?
   a. Threats
   b. Strengths
   c. Weaknesses
   d. Opportunities
   Answer: A
11. This practice in event planning enables you to understand how other organizations established their event promotion efforts:
   a. Best practices
   b. SWOT analysis
   c. Financial analysis
   d. Media use
   Answer: A
12. What is the next step in research after determining the audience profile?
   a. Tactics
   b. Digital communication planning
   c. Central message
   d. Segmentation
   Answer: C
13. Which of the following is the degree of audience connectivity to an organization in which audience is not at all familiar with your entity?
   a. Aware
   b. Active
   c. Latent
   d. None of the above
   Answer: C
14. The chapter indicates that one application of attendee segmentation at a technology conference is:

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a. Considering level of knowledge for breakout session topics
b. Business owner networking
c. Budget abilities to access a virtual meeting
d. Levels of interpersonal interaction

Answer: A

15. What should you consider when segmenting an audience?
    a. Ideology
    b. Values
    c. Personality
    d. All of the above

    Answer: D
16. It is not always necessary to stay on message.

    Answer: FALSE
17. A Gen Z audience is not much different than Millennials.

    Answer: FALSE
18. Advertising during drive time gives you a wider audience.

    Answer: TRUE
19. An audience should be thought of as a narrow group of individuals.

    Answer: TRUE
20. Traditional, residential students attending the same institution will have very different experiences.

    Answer: FALSE
21. An audience segment does not necessarily match an organization's mission.

    Answer: FALSE
22. An _____ audience is comprised of an organization's employees.

    Answer: Internal
23. The _____ audience position has a vested interest in an organization.

    Answer: Primary
24. _____ and _____ are the two names for the form of audience position that involves using intermediate communication sources.

    Answer: Intervening and Tertiary
25. This is the degree of connectivity of an audience to an organization that indicates the audience knows about, but is not involved in the entity: _____

    Answer: Aware
26. The term _____ _____means segments cannot overlap with other segments.

    Answer: Mutually exclusive
27. This type of measurement involves using US Census Bureau for audience characteristics by location _____.

    Answer: Geodemographics
28. _____ _____ is a type of segmentation assessment includes activities such as buying habits.

    Answer: Behavior analysis

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29. What is the acronym for that is used for an organizationally focused analysis? _____

    Answer: SWOT

30. Finding key characteristics of an audience enables an organization to _____ reach people.

    Answer: Strategically

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