






Chapter 1

- 1  Which of the following is not a type of transportation?
 - ☐ Air *Incorrect*
 - ☐ Ground *Incorrect*
 - ☐ Natural *(True Answer)Correct*
 - ☐ Water *Incorrect*

- 2  An event, not open to the public, where suppliers present goods to business buyers is a(n):
 - ☐ Exhibition *Incorrect*
 - ☐ Trade show *(True Answer)Correct*
 - ☐ Special event *Incorrect*
 - ☐ Meeting *Incorrect*

- 3  A meeting of experts in specific fields where topics are discussed and recommendations are offered is the APEX definition of:
 - ☐ Symposium *(True Answer)Correct*
 - ☐ Congress *Incorrect*
 - ☐ Workshops *Incorrect*
 - ☐ Gathering *Incorrect*

- 4  What is the definition of a meeting planner?
 - ☐ A person who attends a convention or meeting *Incorrect*
 - ☐ A person who represents a company at a meeting *Incorrect*
 - ☐ Those people who plan and organize gatherings *(True Answer)Correct*
 - ☐ A person who serves the coffee at a meeting *Incorrect*

- 5  What is the meaning of APEX?

- ☐ Association of Personal Expectancy *Incorrect*
- ☐ Accepted Practice Exchange *(True Answer)Correct*
- ☐ Advertising Producers Exemption *Incorrect*
- ☐ Acceptance of Private Exempt *Incorrect*

6 ■= Which of the following is the *main* reason why people to go to a seminar or convention?

- ☐ To make money *Incorrect*
- ☐ To renew acquaintances *(True Answer)Correct*
- ☐ To learn more about the product *Incorrect*
- ☐ To show off product *Incorrect*

7 ■= A(n) _____ is a display of products without the intent of sale.

- ☐ meeting *Incorrect*
- ☐ convention *Incorrect*
- ☐ exposition *(True Answer)Correct*
- ☐ seminar *Incorrect*

8 ■= What does the MEEC industry refer to as large gatherings with an educational and exhibit or exposition component?

- ☐ Incentive meetings *Incorrect*
- ☐ Seminars *Incorrect*
- ☐ Conventions *Incorrect*
- ☐ Workshops *(True Answer)Correct*

9 ■= The money that comes out of the pockets of the attendees of a convention is known as:

- ☐ Expenditures *Incorrect*
- ☐ Direct Spending *(True Answer)Correct*
- ☐ Multiplier Effect *Incorrect*
- ☐ Indirect Spending *Incorrect*

10 ■= In order to be considered a "world class city," a community must possess a(n):

- ☐ Exhibition center *Incorrect*
- ☐ Convention center *Incorrect*
- ☐ Stadium or arena for sports and events *Incorrect*
- ☐ b and c (True Answer) *Correct*

11 ■ ■ ■ What is the goal of APEX?

- ☐ Facilitate the establishment of conventions *Incorrect*
- ☐ "Speak the same language" (True Answer) *Correct*
- ☐ Help create jobs in the service industry *Incorrect*
- ☐ None of the above *Incorrect*

12 ■ ■ ■ Small group sessions, panels, workshops, or presentations, offered concurrently within the meeting and formed to focus on specific subjects, are commonly referred to as:

- ☐ Break-in sessions *Incorrect*
- ☐ Break-out sessions (True Answer) *Correct*
- ☐ Work-in sessions *Incorrect*
- ☐ Work-out sessions *Incorrect*

13 ■ ■ ■ A display of products and/or services is an:

- ☐ Exhibition *Incorrect*
- ☐ Exposition *Incorrect*
- ☐ Incentive event *Incorrect*
- ☐ a & b (True Answer) *Correct*

14 ■ ■ ■ Which of the following is *not* one of the seven major divisions of the hospitality industry?


- ☐ Food *Incorrect*
- ☐ Transportation *Incorrect*
- ☐ Meetings (True Answer) *Correct*
- ☐ Attractions *Incorrect*

15 ■ ■ ■ Which of the following "communities of practice" is not built during a meeting/gathering?

- ☐ **Impact change** *Incorrect*
- ☐ **Off-site venues** *(True Answer)Correct*
- ☐ **Observe accomplishments** *Incorrect*
- ☐ **Strengthen skills** *Incorrect*

16  **The APEX definition of a symposium is:**

- ☐ **A display of products or promotional material for the purposes of public relations, sales, and/or marketing.** *Incorrect*
- ☐ **A lecture and dialogue allowing participants to share experiences in a particular field under the guidance of an expert discussion leader.** *Incorrect*
- ☐ **A broad term that can refer to a large meeting, an exhibition, or combination of the two.** *Incorrect*
- ☐ **A meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion.** *(True Answer) Correct*

17  **Which gathering involves a group of advanced students who study under an expert or professional?**

- ☐ **Exposition** *Incorrect*
- ☐ **Seminar** *(True Answer)Correct*
- ☐ **Exhibition** *Incorrect*
- ☐ **Workshop** *Incorrect*


18  **Which of the following is not a type of meeting planner?**

- ☐ **Corporate Meeting Planner** *Incorrect*
- ☐ **Association Meeting Planner** *Incorrect*
- ☐ **Marketing Meeting Planner** *(True Answer)Correct*
- ☐ **Independent Meeting Planner** *Incorrect*

19  **A meeting planner registers guests.**

- ☐ **True** *(True Answer)*

☐ False


- 20  The industry encompassing meetings, conventions, expositions, and incentives contributed more than \$82.8 billion to the U.S. economy, making it the twenty-second largest contributor to the gross domestic product of the United States.

☐ True (*True Answer*)
☐ False


- 21  Briefly discuss three reasons why people hold meetings.

☐

Chapter 2

- 22  What type of association meeting is usually the smallest?

☐ Training meetings *Incorrect*
☐ Conventions *Incorrect*
☐ Board meetings (*True Answer*)*Correct*
☐ Educational seminars *Incorrect*

- 23  What does "SMERF" stand for?

☐ Social Market Exposition Return Fraternal *Incorrect*
☐ Social Military Educational Religious Fraternal (*True Answer*)*Correct*
☐ Society Military Educational Religious Fraternal *Incorrect*

☐ Society Market Exposition Return Fraternal *Incorrect*

24 ■■= What does "EMC" stand for?

- ☐ E-mail Commerce *Incorrect*
- ☐ Exposition Market Community *Incorrect*
- ☐ Exhibition Management Companies *Incorrect*
- ☐ Exhibition Market Commerce (True Answer) *Correct*

25 ■■= Which of the following does not organize a meeting?

- ☐ CVBs *Incorrect*
- ☐ DMCs *Incorrect*
- ☐ IMPs (Independent Meeting Planners) *Incorrect*
- ☐ DMPs (Dependent Meeting Planners) (True Answer) *Correct*

26 ■■= Organizations of persons having a common interest, such as professional, industry, education, scientific, or social, are:

- ☐ Gatherings *Incorrect*
- ☐ Corporations *Incorrect*
- ☐ Sponsors *Incorrect*
- ☐ Associations (True Answer) *Correct*

27 ■■= A major difference between associations and corporate gatherings is:

- ☐ Association attendance is mandatory. *Incorrect*
- ☐ Association meetings are attended by Board of Directors only. *Incorrect*
- ☐ Conference fees are paid with annual convention revenue. *Incorrect*
- ☐ None of the above (True Answer) *Correct*

28 ■■= What is a type of corporate gathering?

- ☐ Board meeting *Incorrect*

- ☐ Management meeting *Incorrect*
- ☐ Training meeting *Incorrect*
- ☐ All of the above *(True Answer)Correct*

29 ■— What type of meeting is usually led by an expert and allows
 ■— participants to voice their views and experiences?

- ☐ Training meeting *Incorrect*
- ☐ Regional conference *Incorrect*
- ☐ Board meeting *Incorrect*
- ☐ Educational meeting *(True Answer)Correct*

30 ■— Which of these sectors holds more meetings than any of the
 ■— others, though their meetings are smaller than the meetings of
 other sectors?

- ☐ Associations *Incorrect*
- ☐ Government *Incorrect*
- ☐ Corporations *(True Answer)Correct*
- ☐ Religious groups *Incorrect*

31 ■— _____ meetings are different from every other type
 ■— of conference.

- ☐ Board *Incorrect*
- ☐ Association *Incorrect*
- ☐ Government *(True Answer)Correct*
- ☐ Department *Incorrect*

32 ■— Which of the following is true about meetings and gatherings?
 ■—

- ☐ Associations are concerned about price and the attractiveness of the location. *(True Answer)Correct*
- ☐ Corporate meetings are voluntary. *Incorrect*
- ☐ A gathering must be held in a convention center. *Incorrect*
- ☐ DMC stands for Deciding Meeting Centers. *Incorrect*

33 ■— What are the trips that companies reward their top performers
 ■— based on stated criteria?

- ☐ Incentive trips *(True Answer)Correct*
- ☐ Conventions *Incorrect*
- ☐ Training seminars *Incorrect*
- ☐ All of the above *Incorrect*

34 ■ ■ ■ Who are able to attend stockholders meetings?

- ☐ Anybody interested in buying stock in the company *Incorrect*
- ☐ People who own 20% or more of the company *Incorrect*
- ☐ Company executives running the company itself *Incorrect*
- ☐ Anybody who holds shares of a company *(True Answer)Correct*

35 ■ ■ ■ Which sector holds the most meetings?

- ☐ Corporations *(True Answer)Correct*
- ☐ Associations *Incorrect*
- ☐ Not-for-profit organizations *Incorrect*
- ☐ Government *Incorrect*

36 ■ ■ Cities derive more than 50% of their income from MEECs.

- ☐ True *(True Answer)*
- ☐ False

37 ■ ■ Trade shows are exhibits of products and services that are open to the public and may either be part of a convention or stand alone.

- ☐ True
- ☐ False *(True Answer)*

38 ■ ■ Conventions can be held anywhere there is space.

- ☐ True *(True Answer)*
- ☐ False

39 ■ ■ **The number-one reason attendees voluntarily go to events is for networking.**

☐ **True** (*True Answer*)

☐ **False**

40 ■ ■ **The association's board of directors typically meets several times a year to provide collective advice and direction to the association. These meetings are known as board meetings.**

☐ **True** (*True Answer*)

☐ **False**

41  **Explain why conventions are so important to associations' annual revenues.**

☐

Chapter 3

42 ■ ■ ■ A DMO is generally supported by:

- ☐ Transient room taxes *Incorrect*
- ☐ Private memberships *Incorrect*
- ☐ Government budget allocations *Incorrect*
- ☐ Any or all of the above *(True Answer)Correct*

43 ■ ■ ■ All of the following are reasons why DMOs are valuable to a meeting planner except:

- ☐ They offer unbiased information about a destination's services and facilities. *Incorrect*
- ☐ Their rates are competitive with those of other industries. *(True Answer)Correct*
- ☐ They do not charge for most of their services. *Incorrect*
- ☐ They are a one-stop shop for local tourism interests. *Incorrect*

44 ■ ■ ■ Which of the following statements is true of DMOs?

- ☐ Planners have to pay DMOs for their services. *Incorrect*
- ☐ DMOs only book hotel rooms and convention space. *Incorrect*
- ☐ DMOs work with both large and small group meetings. *(True Answer)Correct*
- ☐ Most DMOs run the convention center of their location city. *Incorrect*

45 ■ ■ ■ The majority of DMOs in 2005 were:

- ☐ Government agencies *Incorrect*
- ☐ Part of the local Chamber of Commerce *Incorrect*
- ☐ Independent not-for-profits *(True Answer)Correct*
- ☐ Local for-profit corporations *Incorrect*