

*Test Bank for Strategic Communication
in Event Planning for Corporations
Nonprofits and Individuals 1st Edition
by Parmelee*

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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

- 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:

- 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

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