

Exam

Name \_\_\_\_\_

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) What group began the APEX initiative? 1) \_\_\_\_\_  
A) The CMP B) The Continental Congress  
C) The Events Industry Council D) None of the above  
Answer: C  
Diff: 0 Type: MC

- 2) The APEX definition of a symposium is: 2) \_\_\_\_\_  
A) A broad term that can refer to a large meeting, an exhibition, or combination of the two.  
B) A display of products or promotional material for the purposes of public relations, sales, and/or marketing.  
C) A meeting of many experts in a particular field, during which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion.  
D) A lecture and dialogue allowing participants to share experiences in a particular field under the guidance of an expert discussion leader.  
Answer: C  
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 3) The term "gathering" is the broadest and most generic term for MEEC events. 3) \_\_\_\_\_  
Answer:  True  False  
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 4) The EIC stands for: 4) \_\_\_\_\_  
A) Events Industry Council B) Events Indirect Costs  
C) Effects in Conferences D) Expenditures In Conventions  
Answer: A  
Diff: 0 Type: MC

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

- 5) Workshop A) A meeting of several persons for intensive discussion; an informal and public session of free discussion organized to take place between formal sessions 5) \_\_\_\_\_  
Answer: A  
Diff: 0 Type: MA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 6) An Exhibition and an Exposition are basically defined as the same. 6) \_\_\_\_\_  
Answer:  True  False  
Diff: 0 Type: TF

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

7) Trade Show

Answer: B

Diff: 0 Type: MA

A) An event where the primary activity of the attendees is to attend educational sessions, participate in meetings / discussions, socialize, or attend other organized events.

7) \_\_\_\_\_

8) Meeting

Answer: A

Diff: 0 Type: MA

B) An exhibition of products and / or services held for members of a common or related industry that is not open to the general public.

8) \_\_\_\_\_

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

9) Which of the following is an expected result of the implementation of accepted practices in MEEC?

A) Better relations between countries

B) Enhanced customer service

C) Lower taxes

D) Less profits

Answer: B

Diff: 0 Type: MC

9) \_\_\_\_\_

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

10) Explain the differences between natural attractions and person-made attractions, giving examples.

Answer:

Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

11) The text argues that with the rise of technology and virtual gatherings, the days of face-to-face meetings are numbered.

Answer: True  False

Diff: 0 Type: TF

11) \_\_\_\_\_

12) The CIC adopted MBECS for their new CMPIS and for the CMP Exam.

Answer:  True  False

Diff: 0 Type: TF

12) \_\_\_\_\_

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

13) Seminar

Answer: A

Diff: 0 Type: MA

A) A lecture and dialogue allowing participants to share experiences in a particular field under the guidance of an expert discussion leader.

13) \_\_\_\_\_

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

14) APEX stands for the Accepted Practices Exchange.

14) \_\_\_\_\_

Answer:  True  False  
Diff: 0 Type: TF

15) A Symposium is an open discussion with an audience, panel, and moderator.

15) \_\_\_\_\_

Answer:  True  False  
Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

16) Briefly discuss three reasons why people hold meetings.

Answer:  
Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

17) The MBECS are divided into 32 domains or blocks.

17) \_\_\_\_\_

Answer:  True  False  
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

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

18) \_\_\_\_\_

- A) Exhibition center
- B) Stadium or arena for sports and events
- C) Convention center
- D) B and C

Answer: D  
Diff: 0 Type: MC

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

19) Congress

A) A general or formal meeting of an organization attended by representatives of its membership for the purpose of deciding legislative direction, policy matters, and so on.

19) \_\_\_\_\_

Answer: B  
Diff: 0 Type: MA

20) Assembly

B) The regular coming together of large groups of individuals, generally to discuss a particular subject.

20) \_\_\_\_\_

Answer: A  
Diff: 0 Type: MA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

21) A Forum is defined as a meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects.

21) \_\_\_\_\_

Answer:  True  False  
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 22) The MEEC industry is large and touches virtually every aspect of the \_\_\_\_\_ Industry. 22) \_\_\_\_\_  
A) Hospitality                      B) Trade                      C) Legal                      D) Hospital  
Answer: A  
Diff: 0    Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 23) A Panel Discussion is an instructional technique using a group of people chosen to discuss a topic in the presence of an audience. 23) \_\_\_\_\_  
Answer:  True                      False  
Diff: 0    Type: TF

- 24) An event is defined as an organized meeting such as a meeting, convention, exhibition, special event, etc. 24) \_\_\_\_\_  
Answer:  True                      False  
Diff: 0    Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 25) Identify three trends / best practices for the MEEC industry for the future according to the text.  
Answer:  
Diff: 0    Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 26) Small group sessions that are offered concurrently within an event are \_\_\_\_\_ Sessions. 26) \_\_\_\_\_  
A) Cut-out                      B) Break-out                      C) Side                      D) Break-up  
Answer: B  
Diff: 0    Type: MC

- 27) An event of products and/or services held for members of a common or related industry that is not open to the general public is a(n): 27) \_\_\_\_\_  
A) Meeting                      B) Special event                      C) Trade show                      D) Exhibition  
Answer: C  
Diff: 0    Type: MC

- 28) A meeting of many experts in a particular field, during which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion is the APEX definition of: 28) \_\_\_\_\_  
A) Gathering                      B) Congress                      C) Symposium                      D) Workshop  
Answer: C  
Diff: 0    Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 29) The First Continental Congress in Philadelphia was not an example of a "formal meeting." 29) \_\_\_\_\_  
Answer:    True                       False  
Diff: 0    Type: TF

30) An Institute is an in-depth instructional meeting providing intensive education on a subject. 30) \_\_\_\_\_  
Answer:  True      False  
Diff: 0    Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

31) What is the meaning of APEX? 31) \_\_\_\_\_  
A) Acceptance of Private Exempt                      B) Accepted Practice Exchange  
C) Advertising Producers Exemption                D) Association of Personal Expectancy  
Answer: B  
Diff: 0    Type: MC

32) Which gathering involves a group of participants who study under an expert or professional? 32) \_\_\_\_\_  
A) Exhibition                      B) Exposition                      C) Seminar                      D) Workshop  
Answer: C  
Diff: 0    Type: MC

33) What is the definition of an Exhibition Manager? 33) \_\_\_\_\_  
A) One who organizes and manages Trade Shows  
B) One who organizes and manages Conventions  
C) A person who serves the coffee at a meeting  
D) One who organizes and manages Conference Centers  
Answer: A  
Diff: 0    Type: MC

34) The PCMA published a guide to what quality for the MEEC Industry? 34) \_\_\_\_\_  
A) Fair costs                      B) Labor relations                      C) Economy                      D) Ethics  
Answer: D  
Diff: 0    Type: MC

35) Which of the following is not a type of transportation? 35) \_\_\_\_\_  
A) Air                      B) Natural                      C) Water                      D) Ground  
Answer: B  
Diff: 0    Type: MC

36) In the United States in recent years, approximately how many MEEC-style events were held? 36) \_\_\_\_\_  
A) 180,000                      B) 1.8 billion                      C) 1.8 trillion                      D) 1.8 million  
Answer: D  
Diff: 0    Type: MC

37) Which of the following is not a career the text identifies with the MEEC industry? 37) \_\_\_\_\_  
A) Event Planner                      B) Congressional Planner  
C) Wedding Planner                      D) Meeting Planner  
Answer: B  
Diff: 0    Type: MC

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

- |   |   |           |
|---|---|-----------|
| 38) Exhibition<br>Answer: A<br>Diff: 0 Type: MA | A) An event at which products, services or promotional materials are displayed to attendees visiting exhibits on a show floor | 38) _____ |
| 39) Conference<br>Answer: B<br>Diff: 0 Type: MA | B) A participatory meeting designed for discussion, fact-finding, problem, solving, and consultation                          | 39) _____ |

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- |   |  |           |
|---|--|-----------|
| 40) Exhibition Managers organize and manage Trade Shows.<br>Answer: <input checked="" type="radio"/> True <input type="radio"/> False<br>Diff: 0 Type: TF   |  | 40) _____ |
| 41) The CIC stands for the Customer Interest Council.<br>Answer: <input type="radio"/> True <input checked="" type="radio"/> False<br>Diff: 0 Type: TF  |  | 41) _____ |
| 42) The industry encompassing meetings, conventions, expositions, and incentives contributed more than \$400 billion impact to the U.S. economy.<br>Answer: <input checked="" type="radio"/> True <input type="radio"/> False<br>Diff: 0 Type: TF |  | 42) _____ |

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- |   |  |           |
|---|--|-----------|
| 43) Which of the following is not one of the twelve domains of MBECS?<br>A) Risk Management<br>B) Strategic Planning<br>C) Project Management<br>D) All of the above are domains of MBECS.<br>Answer: D<br>Diff: 0 Type: MC |  | 43) _____ |
| 44) These events focus primarily on B2B Relationships.<br>A) Expositions<br>B) Trade Shows<br>C) Exhibitions<br>D) All of the above<br>Answer: D<br>Diff: 0 Type: MC  |  | 44) _____ |

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

- |  |   |           |
|--|---|-----------|
| 45) Break-Out Session<br>Answer: A<br>Diff: 0 Type: MA | A) Small group session, panel, etc. offered concurrently within the event, formed to focus on specific subjects | 45) _____ |
|--|---|-----------|

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 46) Which of the following is not one of the major divisions of the hospitality industry? 46) \_\_\_\_\_  
A) Transportation B) Attractions  
C) Meetings D) Food and Beverage

Answer: C

Diff: 0 Type: MC

- 47) Which of the following is a career in the MEEC? 47) \_\_\_\_\_  
A) Governor B) Senator  
C) Wedding Planner D) None of the above

Answer: C

Diff: 0 Type: MC

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term to its definition as defined by the Terminology Panel of APEX, a part of the CIC.

- 48) Convention A) A gathering of delegates, representatives, and members of a membership or industry organization convened for a common purpose 48) \_\_\_\_\_  
Answer: A  
Diff: 0 Type: MA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 49) A display of products and/or services is an: 49) \_\_\_\_\_  
A) Exposition B) Exhibition C) Incentive event D) A and B

Answer: D

Diff: 0 Type: MC

## Answer Key

Testname: CH1

- 1) C  
Diff: 0 Page Ref:  
Topic:
- 2) C  
Diff: 0 Page Ref:  
Topic:
- 3) TRUE  
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Topic:
- 4) A  
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- 5) A  
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Topic:
- 6) TRUE  
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Topic:
- 7) B  
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Topic:
- 8) A  
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Topic:
- 9) B  
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Topic:
- 10)  
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- 11) FALSE  
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- 12) TRUE  
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Topic:
- 13) A  
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- 14) TRUE  
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- 15) FALSE  
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- 16)  
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Answer Key  
Testname: CH1

- 17) FALSE  
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Topic:
- 18) D  
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- 19) B  
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- 20) A  
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- 21) FALSE  
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- 22) A  
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- 23) TRUE  
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- 24) TRUE  
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- 25)  
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- 26) B  
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- 27) C  
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- 28) C  
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- 29) FALSE  
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- 30) TRUE  
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- 31) B  
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- 32) C  
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## Answer Key

Testname: CH1

- 33) A  
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- 34) D  
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- 35) B  
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Topic:
- 36) D  
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Topic:
- 37) B  
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Topic:
- 38) A  
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- 39) B  
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- 40) TRUE  
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- 41) FALSE  
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Topic:
- 42) TRUE  
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- 43) D  
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- 44) D  
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- 45) A  
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- 46) C  
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Topic:
- 47) C  
Diff: 0 Page Ref:  
Topic:
- 48) A  
Diff: 0 Page Ref:  
Topic:

Answer Key  
Testname: CH1

49) D

Diff: 0 Page Ref:  
Topic: