

# 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 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.

-