

Name:**Date:****Mid Term**

1. Which of the following organizations offers a program through which professionals can achieve the designation of Certified Meeting Manager (CMM)?
 - a. American Society of Association Executives
 - b. Meeting Professionals International
 - c. International Association for Exposition Management
 - d. Council of Meeting Planner Executives
3. Maria, a corporate training director, is planning a series of small group meetings to focus on enhancing supervisory skills of managers. These types of meetings are best described as:
 - a. symposiums.
 - b. conferences.
 - c. workshops.
 - d. conventions.
5. The Society of Motion Picture and Television Engineers and the Professional Photographers of America are examples of what kind of association?
 - a. trade associations
 - b. technical societies
 - c. veterans and military associations
 - d. educational associations
7. Two types of hospitality operations that have emerged with the growth of the meetings and convention industry are the:
 - a. resort hotel and the all-suite hotel.
 - b. conference center and the resort hotel.
 - c. conference center and the economy hotel.
 - d. conference center and the all-suite hotel.
1. "Sales" and "marketing" do not mean the same thing. Marketing:
 - a. is part of sales.
 - b. includes sales but is more than sales.
 - c. has a more short-term perspective than sales.
 - d. is more focused than sales.
3. Which of the following statements *best* summarizes the purpose of a marketing plan?
 - a. The marketing plan should include programs to attract business to each of the property's revenue centers.
 - b. Properties still sell rooms and meeting space through their sales departments.
 - c. The research done in the early stages of developing the plan can identify opportunities to increase revenue in some market segments and point out previously ignored segments.
 - d. The increased competition and sophistication of the hospitality industry today have increased the need to apply marketing principles to develop successful sales techniques and strategies.
5. When conducting property analyses, hospitality managers should ask themselves certain questions if they want to attract meeting and convention business. All of the following are those kinds of questions *except*:
 - a. Would a meeting planner feel we have adequate transportation services?
 - b. Would a meeting planner find our meeting rooms free from distractions?
 - c. Would a meeting planner consider our staff highly trained and professional?
 - d. Would a meeting planner think our company's organization chart is simple enough?

7. After conducting market research, the next step in developing a marketing plan is to:
 - a. set marketing objectives.
 - b. implement action plans.
 - c. analyze the competition.
 - d. select target markets.
1. Because a meeting planner needs to trust that the hospitality salesperson can deliver what he or she promises, more and more hotels that serve the meetings market:
 - a. are giving the sales department functional authority over the front office, catering, and housekeeping in tasks relating to the service of conventions and meetings.
 - b. are giving the sales department an advisory position.
 - c. are disbanding sales departments and distributing the sales function to customer service departments.
 - d. are instructing salespeople not to make commitments that they may not be able to fulfill.
3. A human resources director who is reviewing resumes should be surprised to see which of the following on the resume of a convention sales manager?
 - a. Initiated prospecting and solicitation of new accounts.
 - b. Supervised and shared one secretary with another individual.
 - c. Tentatively blocked rooms and function space in accordance with office policy.
 - d. Reported to the front office manager.
5. Harold, a new salesman at a hotel, is learning what goes on in sales meetings. Sales managers typically hold sales meetings for all the following reasons *except*:
 - a. to make sure all staff have the same information.
 - b. to give input to managers of other departments on how to supervise their personnel.
 - c. to help eliminate potential problems by identifying and dealing with them early.
 - d. to generate ideas for creative sales techniques and approaches.
7. Some properties are cautious about tentative bookings; they do not want to lose out on other business while protecting a tentative account that many not "go definite." That is why it is important to limit the length of a hold by designating a(n):
 - a. room change date.
 - b. option date.
 - c. lost business date.
 - d. rooms control date.
1. All of the following are ways associations earn money from conventions *except*:
 - a. through exhibitions.
 - b. through bed taxes.
 - c. through selling advertisements that are printed in the convention programs and other publications.
 - d. through registration fees.
3. Which of the following types of association meetings is typically smaller than a conference and often focuses on training and continuing education?
 - a. a state convention
 - b. a committee meeting
 - c. a seminar or workshop
 - d. a board meeting

5. Which of the following statements about price and duration of association meetings is *false*?
- a. Most conventions with exhibitions meet for at least three days.
 - b. A hotel's rate schedule is an important consideration for an association executive.
 - c. Many convention organizers stick with the traditional downtown hotels that charge high prices but lend prestige to the meeting.
 - d. The average duration of a convention is three to five days.
7. A final list of candidates to host an association's meeting is usually presented to _____ for the final selection.
- a. the association's vice president
 - b. the chair of the association's membership committee
 - c. the association's board of directors
 - d. the association's executive director

1. All other factors being equal, which of the following properties is likely to get the most corporate meeting business?
 - a. the property with the best food service
 - b. the property that offers special preregistration service for groups
 - c. the brand-new hotel
 - d. the hotel that is closest to a major shopping area
3. Which of the following types of corporate meetings is held to safeguard a company's work force against obsolescence?
 - a. national sales meetings
 - b. professional/technical meetings
 - c. management meetings
 - d. stockholder meetings
5. Many corporate meeting planners submit rooming lists to hotel salespeople before the meetings that will be held at that property. Properties that serve the corporate meetings market can expect:
 - a. far more attendees than the rooming list indicates.
 - b. far less attendees than the rooming list indicates.
 - a. very nearly the number of attendees the rooming list indicates, barring emergencies.
 - b. more attendees than the rooming list indicates, because it usually does not include attendees' spouses.
7. It can be difficult to locate the site selector for a particular corporate meeting. Once a salesperson has found that person, however, it is easy to solicit business for that meeting, since the decision-making responsibility in the corporate meetings market is typically:
 - a. concentrated.
 - b. evenly distributed throughout the decision-maker's department.
 - c. shared among the top five employees in that department.
 - d. reassigned regularly.
1. Once a property's sales team has determined which nonprofit groups it can best serve, the team should:
 - a. start calling the national headquarters of these groups.
 - b. start soliciting local chapters of national groups.
 - c. start soliciting the members of the local groups on an individual basis.
 - d. divide the groups by region and start contacting the groups' newest members.
3. All of the following are similarities between the nonprofit organization market and the associations meeting market *except*:
 - a. both have members.
 - b. both are nonprofit.
 - c. both exist to accomplish a purpose.
 - d. both are easy to locate through a central source.
5. From the standpoint of public relations, which of the following is a good reason to target the religious meetings market?
 - a. Many religious meetings do not displace corporate or association business.
 - b. These groups are typically very price conscious.
 - c. Many religious groups do community service projects when they visit a city.
 - d. Large conventions of 10,000 to 45,000 attendees are a common annual occurrence.
7. Which of the following market segments is similar to the association market in that they alternate the sites of their annual national meetings from one half of the United States to the other?
 - a. labor unions
 - b. insurance companies

- c. government agencies
- d. none of the above

1. Which of the following sales techniques offers a salesperson the opportunity to present in the most detailed manner, to answer questions immediately, and to see the full reaction of the prospect so he or she can better respond to the negotiating situation?
 - a. personal sales calls
 - b. selling with convention bureaus
 - c. telephone selling
 - d. all of the above
3. A bridge statement is often used in the opening of a personal sales call. The purpose of a bridge statement is to:
 - a. introduce the salesperson to the prospect.
 - b. show the salesperson's interest in the prospect.
 - c. allow the salesperson to overcome problems the prospect has with the property.
 - d. lead into the main body of the presentation.
5. Telephone selling is increasing as personal sales calls become more expensive to make. Which of the following statements best summarizes the role telephone selling should have in a hospitality property's overall sales effort?
 - a. Whenever possible, telephone selling should be substituted for personal sales calls; telephone selling is more effective than personal sales calls.
 - b. Telephone selling should be used to screen prospects and increase customer contact; it should be used only when the department can manage no more personal sales calls.
 - c. Telephone selling should only be used to pass time when all leads for personal sales calls have been exhausted.
 - d. Telephone selling should be phased out in favor of the personal sales call; telephone selling is too impersonal.
7. Convention and visitors bureaus (CVBs) work to promote a city and to coordinate citywide events. Which of the following would be an unusual situation for a convention and visitors bureau?
 - a. a CVB that is a membership organization to which hotels, transportation companies, and others turn to organize promotional efforts
 - b. a CVB for which 60% of operating funds came from room taxes
 - c. a CVB that acts as an extension of a hotel's sales staff
 - d. a CVB that is completely funded by local income taxes