Event creation – the incubator of ideas
Final Examination – Multiple-Choice Test

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Instructions: this test contains 20 multiple-choice questions covering the seven modules of the course. Each question has only one correct answer. Mark the letter of the correct option clearly. Duration: 30 minutes. No materials are allowed during the test.

Name: _____ Date: _____ Score: _____ / 20

Pass mark: 12/20 (60%).

Examination – 20 Questions

1. A local council wants to organise an event. According to the course, what should be defined first?
- **a)** the catering menu
- **b)** the real need or problem the event will address
- **c)** the list of invited celebrities
- **d)** the colour of the posters

2. Which objective below is NOT measurable and therefore not SMART?
- **a)** Register 50 volunteers two weeks before the event
- **b)** Increase attendance by 20% compared with last year
- **c)** Make people enjoy the event more
- **d)** Collect 200 feedback forms on the event day

3. In a problem tree, the 'roots' represent:
- **a)** the effects of the central problem
- **b)** the causes of the central problem
- **c)** the event budget
- **d)** the promotional channels

4. Convergent thinking is the phase in which a team:
- **a)** produces as many ideas as possible without judging them
- **b)** selects, filters and refines ideas into a workable concept
- **c)** designs the event poster
- **d)** collects post-event feedback

5. A team wants to refresh an existing festival format by asking 'what could we combine, eliminate or reverse?'. Which technique are they using?
- **a)** NPS
- **b)** SCAMPER
- **c)** Stakeholder mapping
- **d)** The 7 Ps

6. Which rule is essential during a brainstorming session?
- **a)** criticise weak ideas immediately
- **b)** defer judgment and aim for quantity of ideas
- **c)** allow only the team leader to speak
- **d)** stop after the first good idea

7. Sponsors, local authorities and media are best described as the event's:
- **a)** publics only
- **b)** stakeholders (interest in or influence over the event)
- **c)** competitors
- **d)** suppliers of catering

8. Grouping the audience by values, lifestyle and interests is called:
- **a)** geographic segmentation
- **b)** socio-demographic segmentation

c) psychographic segmentation
d) behavioural segmentation

9. Why does a team create audience personas?
a) to satisfy a legal requirement
b) to turn abstract segments into concrete people the team can design for
c) to replace the event budget
d) to avoid involving partners

10. The 'primary segment' of an event is:
a) the group the event is mainly designed for and receives most resources
b) the smallest possible group
c) the group of sponsors only
d) any group that is easy to ignore

11. On the interest–influence matrix, a stakeholder with high influence but low interest should be:
a) ignored completely
b) kept satisfied
c) managed most closely as a key partner
d) only monitored

12. A company lending equipment and providing professional services instead of money is an example of:
a) sponsorship in cash
b) in-kind support
c) a bank loan
d) paid media

13. A partnership is most likely to succeed when:
a) only the organiser benefits
b) both sides gain something (a two-way value exchange)
c) nothing is agreed in writing
d) the partner is approached after the event

14. Which of the following is an example of 'noise' in the communication process?
a) a clear call to action
b) unclear wording or a poorly chosen channel that distorts the message
c) the receiver's feedback
d) a well-designed poster

15. Communication that takes place within the organising team (coordinating volunteers, aligning partners) is called:
a) external communication
b) internal communication
c) paid promotion
d) earned media

16. When adapting one core message to different segments, a team should change:
a) the objectives of the event for each group
b) the language, tone and emphasis, while keeping the core message
c) nothing at all across channels
d) only the event date

17. Positive press coverage and word of mouth that an event receives without paying for them are examples of:
a) owned media
b) paid media
c) earned media
d) internal communication

18. In the 7 Ps services marketing mix, 'Physical evidence' refers to:
a) the price of the tickets

b) the setting, materials and branding — the tangible cues of the event

c) the social media schedule

d) the number of volunteers

19. Sequencing promotion as teaser → launch → reminders → last call is an application of:

a) the problem tree

b) the promotion calendar

c) the NPS

d) stakeholder mapping

20. In event follow-up, the difference between 'output' and 'impact' is that:

a) they mean exactly the same thing

b) outputs are immediate countable results, while impact is the lasting change produced over time

c) impact is measured before the event and output after

d) output refers only to the budget

Answer Key and Marking Grid

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Award 1 point per correct answer. Total: 20 points. Pass mark: 12/20 (60%).

Q	Correct answer	Q	Correct answer
1	b)	11	b)
2	c)	12	b)
3	b)	13	b)
4	b)	14	b)
5	b)	15	b)
6	b)	16	b)
7	b)	17	c)
8	c)	18	b)
9	b)	19	b)
10	a)	20	b)

Coverage by Module

Module	Questions	Max. score
Module 1 - Defining the problem/need	1, 2, 3	3
Module 2 - Processes of generating ideas	4, 5, 6	3
Module 3 - Publics segments involved	7, 8, 9, 10	4
Module 4 - How to involve different institutions	11, 12, 13	3
Module 5 - Communication with the public segments	14, 15, 16	3
Module 6 - Promotion of the event	17, 18, 19	3
Module 7 - Follow-up of the event	20	1

This examination is the individual final test component of the course evaluation (40% of the final grade), alongside continuous assessment (20%) and the final group project presentation (40%).