

# National Testing Agency

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## Event Coordination and Control

<b>Group Number :</b>	1
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<b>Group Maximum Duration :</b>	0
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<b>Is this Group for Examiner? :</b>	No

## Event Coordination and Control-1

<b>Section Id :</b>	603489353
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory

<b>Number of Questions :</b>	50
<b>Number of Questions to be attempted :</b>	50
<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	603489669
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 60348917282 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0**

The phase of event management which is also referred to as the 'Coordination Phase" is:

1. Execution Phase
2. Stage Management Phase
3. Implementation Phase
4. Planning Phase

**Options :**

- 60348965077. 1
- 60348965078. 2
- 60348965079. 3
- 60348965080. 4

**Question Number : 2 Question Id : 60348917283 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0**

Which of the following is a component that is emphasized in the event implementation phase?

1. Inspect and monitor service delivery
2. Establishing communications infrastructure
3. React to changes and problems
4. Implement contingency plans as necessary

**Options :**

60348965081. 1

60348965082. 2

60348965083. 3

60348965084. 4

**Question Number : 3 Question Id : 60348917284 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Garvin and Roberto have provided the 3 'C's concept which is effective in decision making. These 3 'C's comprise of

1. Conflict, Consideration and Closure
2. Confession, Consideration and Closure
3. Confession, Clarity and Closure
4. Conflict, Consideration and Clarity

**Options :**

60348965085. 1

60348965086. 2

60348965087. 3

60348965088. 4

**Question Number : 4 Question Id : 60348917285 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which style of leadership must be used by the event manager during event planning phase where the manager wants to promote discussions and brainstorming among stakeholders?

1. Laissez-Faire style
2. Autocratic style
3. Democratic style
4. Mix of all styles

**Options :**

60348965089. 1

60348965090. 2

60348965091. 3

60348965092. 4

**Question Number : 5 Question Id : 60348917286 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

In project management, grouping tasks which come under one component of the event, and giving respective headings for the tasks is known as

1. Work Analysis Structure
2. Work Breakdown Structure
3. Working Tasks Method
4. Work Classification Structure

**Options :**

60348965093. 1

60348965094. 2

60348965095. 3

60348965096. 4

**Question Number : 6 Question Id : 60348917287 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The foremost aspect in staging an event is deciding for the

1. Climate
2. Catering
3. Decoration
4. Theme

**Options :**

60348965097. 1

60348965098. 2

60348965099. 3

60348965100. 4

**Question Number : 7 Question Id : 60348917288 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which style of seating will suit best for a workshop?

1. Classroom
2. Theatre
3. Banquet
4. Aeroplane

**Options :**

60348965101. 1

60348965102. 2

60348965103. 3

60348965104. 4

**Question Number : 8 Question Id : 60348917289 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A bird's eye view of the performance area with details of various infrastructures is

1. Perspective
2. Elevation
3. Stage map / stage plan
4. Backdrop

**Options :**

60348965105. 1

60348965106. 2

60348965107. 3

60348965108. 4

**Question Number : 9 Question Id : 60348917290 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Making a 'Mood Board' is a way of selecting

1. Transport for the event
2. Colour combination for the event
3. Table layout for the event
4. Spot lights for the event

**Options :**

60348965109. 1

60348965110. 2

60348965111. 3

60348965112. 4

**Question Number : 10 Question Id : 60348917291 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is a factor that needs to be considered for video recording of the event?

1. Promotion and legal purposes
2. Arrival of entertainers
3. Tapestries used in the venue
4. Colours used in the event theme

**Options :**

60348965113. 1

60348965114. 2

60348965115. 3

60348965116. 4

**Question Number : 11 Question Id : 60348917292 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

In catering management, the aspect of dietary restriction is taken care through

1. Food service requirements
2. Service planning
3. Catering operation
4. Menu planning

**Options :**

60348965117. 1

60348965118. 2

60348965119. 3

60348965120. 4

**Question Number : 12 Question Id : 60348917293 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is a disadvantage of off-premise catering?

1. Provides a wider range of food items for the event
2. Useful for small and big gatherings
3. Estimation of quantity requires more accuracy
4. Variety in menu is provided

**Options :**

60348965121. 1

60348965122. 2

60348965123. 3

60348965124. 4

**Question Number : 13 Question Id : 60348917294 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Provision of alcohol in catering management at events requires which of the following activities as most crucial?

1. Displaying specific alcohol variety
2. Determining laws, liabilities and insurance requirements
3. Determining alcohol variety
4. Delegating tasks pertaining to alcohol consumers

**Options :**

60348965125. 1

60348965126. 2

60348965127. 3

60348965128. 4

**Question Number : 14 Question Id : 60348917295 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Whole fruits, muffins, energy bars, nuts, dried fruits are menu recommendations for

1. Dinner
2. Luncheon
3. Breakfast
4. Breaks and refreshments

**Options :**

60348965129. 1

60348965130. 2

60348965131. 3

60348965132. 4

**Question Number : 15 Question Id : 60348917296 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



It is the process that involves setting up the necessary physical support system so that an equipment and/or people can be raised to a height above the ground.

1. Rigging
2. Gymnastics
3. Trussing
4. Staging

**Options :**

60348965133. 1

60348965134. 2

60348965135. 3

60348965136. 4

**Question Number : 16 Question Id : 60348917297 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Identify the first step in the process of event control.

1. Measurement of performance
2. Establishing standards of performance
3. Correcting deviations
4. Identifying deviations

**Options :**

60348965137. 1

60348965138. 2

60348965139. 3

60348965140. 4

**Question Number : 17 Question Id : 60348917298 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

This type of control measures deviations from activities while they are happening.

1. Preventive control
2. Historic control
3. Concurrent control
4. Feedback control

**Options :**

60348965141. 1

60348965142. 2

60348965143. 3

60348965144. 4

**Question Number : 18 Question Id : 60348917299 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

An event manager prepared a safety and security checklist before visiting the event site for inspection. Which control method the event manager had used?

1. Concurrent control
2. Preventive control
3. Predictive control
4. Feedback control

**Options :**

60348965145. 1

60348965146. 2

60348965147. 3

60348965148. 4

**Question Number : 19 Question Id : 60348917300 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is a method of control that can be used specially for predictive control.

1. Break-even chart
2. Quality measurement
3. Delegation
4. Ratio analysis

**Options :**

60348965149. 1

60348965150. 2

60348965151. 3

60348965152. 4

**Question Number : 20 Question Id : 60348917301 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It forms a critical component in event management, as it enables the event manager to check the actions for desired outcomes and to take timely decisions.

1. Evaluation
2. Planning
3. Implementation
4. Outcome

**Options :**

60348965153. 1

60348965154. 2

60348965155. 3

60348965156. 4

**Question Number : 21 Question Id : 60348917302 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Likert scale, Semantic Differential scale and Rating scale are instruments of

1. Qualitative evaluation
2. Quantitative evaluation
3. Mixed method evaluation
4. Exploratory evaluation

**Options :**

60348965157. 1

60348965158. 2

60348965159. 3

60348965160. 4

**Question Number : 22 Question Id : 60348917303 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Technologies that feature more of 3D and 4D activities to enhance sensory experiences at events are referred to as

1. Immersive technologies
2. Interactive 360- degree videos
3. Touch interface technologies
4. Automation technologies

**Options :**

60348965161. 1

60348965162. 2

60348965163. 3

60348965164. 4

**Question Number : 23 Question Id : 60348917304 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The projection of a rock concert on a large display, usually a screen is referred as

1. Live video
2. IMAG
3. HD camcorders
4. Video mixer

**Options :**

60348965165. 1

60348965166. 2

60348965167. 3

60348965168. 4

**Question Number : 24 Question Id : 60348917305 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The foremost step in the event evaluation process is to

1. Select the most suitable approach for conducting evaluation exercise
2. Identify the focus of evaluation
3. Determine the purpose of the event evaluation exercise
4. Select model(s) for evaluation

**Options :**

60348965169. 1

60348965170. 2

60348965171. 3

60348965172. 4

**Question Number : 25 Question Id : 60348917306 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

This model of evaluation makes use of data got by observing participants, interviewing and documentary sources for collecting data.

1. Ethnography
2. Feasibility Studies
3. Triple Bottom Line Approach
4. Cost-benefit Analysis

**Options :**

60348965173. 1

60348965174. 2

60348965175. 3

60348965176. 4

**Question Number : 26 Question Id : 60348917307 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

This evaluation is done during the stage when all approvals from the client are sought before starting the execution of event activities.

1. Summative
2. Formative
3. Objective
4. Correcting deviations

**Options :**

60348965177. 1

60348965178. 2

60348965179. 3

60348965180. 4

**Question Number : 27 Question Id : 60348917308 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following attributes of evaluation standards means that they are realistic and prudent?

1. Utility
2. Propriety
3. Accuracy
4. Feasibility

**Options :**

60348965181. 1

60348965182. 2

60348965183. 3

60348965184. 4

**Question Number : 28 Question Id : 60348917309 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

In the framework of the Event Evaluation Report, 'Strategic Analysis' of the event should cover

1. Photographs and recordings
2. Graphs
3. Situational analysis (SWOT)
4. Write-ups

**Options :**

60348965185. 1

60348965186. 2

60348965187. 3

60348965188. 4

**Question Number : 29 Question Id : 60348917310 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Podcasts are a component of

1. Social media
2. Electronic media
3. Print media
4. Newsletters

**Options :**

60348965189. 1

60348965190. 2

60348965191. 3

60348965192. 4

**Question Number : 30 Question Id : 60348917311 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is the simplest way to evaluate the impact of media coverage?

1. To determine by the length of report in case of broadcast a
2. To compare the number of news or press releases sent to media
3. To ascertain the number of new articles in print media
4. To find out how the message has impacted the use of water and sanitation

**Options :**

60348965193. 1

60348965194. 2

60348965195. 3

60348965196. 4

**Question Number : 31 Question Id : 60348917312 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



Event Profile is an outcome of

1. Event Management Company's profile
2. Mixed-method evaluation
3. The outline of event evaluation report
4. Event evaluation report

**Options :**

60348965197. 1

60348965198. 2

60348965199. 3

60348965200. 4

**Question Number : 32 Question Id : 60348917313 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Understanding motivational elements of event attendees should happen at

1. The implementation stage itself
2. The conceptualization stage itself
3. The planning stage itself
4. The post- event stage itself

**Options :**

60348965201. 1

60348965202. 2

60348965203. 3

60348965204. 4

**Question Number : 33 Question Id : 60348917314 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following does not come under the uses of the Event Evaluation Report?

1. Market rates of events
2. Improving practices and increase in ROI
3. Documentation
4. Justifying event manager's decisions

**Options :**

60348965205. 1

60348965206. 2

60348965207. 3

60348965208. 4

**Question Number : 34 Question Id : 60348917315 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is a participatory meeting designed for discussion, fact-finding, problem solving and consultation, with a specific objective in mind.

1. Seminar
2. Workshop
3. Conference
4. Symposium

**Options :**

60348965209. 1

60348965210. 2

60348965211. 3

60348965212. 4

**Question Number : 35 Question Id : 60348917316 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

SMEs get a chance to market their products and services through

1. Commercial exhibitions
2. Trade fairs
3. Expositions
4. Shops

**Options :**

60348965213. 1

60348965214. 2

60348965215. 3

60348965216. 4

**Question Number : 36 Question Id : 60348917317 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following events generates more business than any other segment of outdoor tourism?

1. Weddings
2. Birthdays and anniversaries
3. Sports events
4. MICE and experiential marketing industry

**Options :**

60348965217. 1

60348965218. 2

60348965219. 3

60348965220. 4

**Question Number : 37 Question Id : 60348917318 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is a meeting designed for discussion, fact-finding, problem solving and consultation, with a specific objective in mind.

1. Dealer-meet
2. Problem solving meeting
3. Conference
4. Information-giving meeting

**Options :**

60348965221. 1

60348965222. 2

60348965223. 3

60348965224. 4

**Question Number : 38 Question Id : 60348917319 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

These are very useful in an event campaign, where the design, workings and benefits of a product need to be explained elaborately to the client.

1. Web-based events
2. Demonstrations and showings
3. Virtual events
4. Film and television based events

**Options :**

60348965225. 1

60348965226. 2

60348965227. 3

60348965228. 4

**Question Number : 39 Question Id : 60348917320 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The Jaipur Literary Festival and the Kala Ghoda in Mumbai are examples of

1. Concerts and exhibitions
2. Religious celebrations
3. National traditional events
4. Literature and Art festivals

**Options :**

60348965229. 1

60348965230. 2

60348965231. 3

60348965232. 4

**Question Number : 40 Question Id : 60348917321 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Starting Pistol, Powerful, Flash Gun, Lifeless and Striver are the components of

1. Penetration Impact Matrix
2. Emotional Response Matrix
3. Entertainment Impact Matrix
4. Entertainment Performance Matrix

**Options :**

60348965233. 1

60348965234. 2

60348965235. 3

60348965236. 4

**Question Number : 41 Question Id : 60348917322 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Identify the technology which does not hold relevance in the sports events.

1. Haze machine
2. Giant Plasma Screens
3. Hawk-Eye
4. Cyclops

**Options :**

60348965237. 1

60348965238. 2

60348965239. 3

60348965240. 4

**Question Number : 42 Question Id : 60348917323 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following place is popular for Destination Weddings?

1. Patna
2. Iceland
3. Bermuda-Triangle
4. Thailand

**Options :**

60348965241. 1

60348965242. 2

60348965243. 3

60348965244. 4

**Question Number : 43 Question Id : 60348917324 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

These consumers do not have interest in any special cultural event but consume culture as part of their day-to-day life

1. Social consumers
2. Cultural consumers
3. Petty consumers
4. Cultists

**Options :**

60348965245. 1

60348965246. 2

60348965247. 3

60348965248. 4

**Question Number : 44 Question Id : 60348917325 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Trade fairs, trade shows or EXPOS come under the group of

1. Incentives
2. Art exhibitions
3. Commercial exhibitions
4. Interpretative exhibitions

**Options :**

60348965249. 1

60348965250. 2

60348965251. 3

60348965252. 4

**Question Number : 45 Question Id : 60348917326 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

An event or campaign is experiential, by enabling the consumers to engage directly with the brand is called

1. Brand activation
2. Festival
3. Wedding
4. Incentive travel

**Options :**

60348965253. 1

60348965254. 2

60348965255. 3

60348965256. 4

**Question Number : 46 Question Id : 60348917327 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The quality of entertainment is often measured by the

1. Number of audience present
2. Number of performances given
3. Dress-code of the audience
4. Level of emotional response among the audience

**Options :**

60348965257. 1

60348965258. 2

60348965259. 3

60348965260. 4

**Question Number : 47 Question Id : 60348917328 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



A good example of the latest form of music festival is

1. Electronic DJ
2. Electronic Dance Music (EDM)
3. Electrifying Music
4. Regional Folk Music

**Options :**

60348965261. 1

60348965262. 2

60348965263. 3

60348965264. 4

**Question Number : 48 Question Id : 60348917329 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is the act of designing dance especially in ballet or staged dance.

1. Calligraphy
2. Biography
3. Choreography
4. Cinematography

**Options :**

60348965265. 1

60348965266. 2

60348965267. 3

60348965268. 4

**Question Number : 49 Question Id : 60348917330 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is an example of global sport event?

1. FIFA World Cup
2. Olympic Games
3. Berlin Marathon
4. International Premier Tennis League

**Options :**

60348965269. 1

60348965270. 2

60348965271. 3

60348965272. 4

**Question Number : 50 Question Id : 60348917331 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The most popularly played sport in India is

1. Cricket
2. Kabaddi
3. Badminton
4. Football

**Options :**

60348965273. 1

60348965274. 2

60348965275. 3

60348965276. 4