Chapter 10

Achieving Business Results through Effective Meetings

CHAPTER QUIZ

1. When developing an agenda, all of the following principles should be kept in mind EXCEPT:
   a. define a finishing time as well as a starting time.
   b. schedule breaks so they don't interrupt important discussions.
   c. don't hand out the agenda prior to the start of the meeting.
   d. discuss the easiest topics first and the hardest last.

2. In order for a meeting to be effective, the meeting planner should FIRST:
   a. assign roles to attendees.
   b. invite the right people.
   c. clarify the purpose.
   d. reserve a room.

3. As a general rule, an information sharing meeting will tend to be ______ in comparison to an information dissemination meeting.
   a. relatively short
   b. more fun
   c. more boring
   d. less decisive

4. ABC Corporation's Board of Directors meets to consider selling additional shares of common stock. This meeting would best be characterized as a(n) ______ type of meeting.
   a. Information Sharing
   b. Information Dissemination
   c. Problem Solving/Decision Making
   d. Symbolic/Social

5. One of the major benefits of meetings versus working independently is:
   a. synergy.
   b. efficiency.
   c. redundancy.
   d. All of these are benefits of meetings.
6. In terms of the 4 P's, making logistical arrangements is a part of the ______.
   a. Presentation
   b. Process
   c. Purpose
   d. Plan

7. A problem-solving meeting typically requires full participation of __________.
   a. The executive team
   b. All members present
   c. Marketing strategists
   d. Logistics experts

8. Marta needs to have a meeting with her design team to decide on a theme and layout as well as develop a proposal for a new advertising client. Marta’s objectives would best be handled by a(n) _____ meeting.
   a. Information dissemination
   b. Problem solving
   c. Social
   d. Information sharing

9. Crabapple, Inc. is having difficulty with morale and communication after its recent merger with Microscopic, Inc. In order to open lines of communication and build morale and synergy, Crabapple, Inc. should consider having a(n) _____ meeting.
   a. Information dissemination
   b. Decision making
   c. Symbolic
   d. Information sharing

10. In running effective meetings it is helpful to:
    a. Encourage the clash of personalities, not ideas
    b. Avoid using time frames, allow for free flow
    c. Establish ground rules
    d. Attend to divergent issues at the current meeting
ANSWER KEY

1. c
2. c
3. a
4. c
5. a
6. d
7. b
8. b
9. c
10. c