BEZIQUE CASE STUDY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

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How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

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Questions

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1. What did Bezique build in the first two years?

A. A customer support center.

B. A strong reputation for attention to detail, meticulous service levels, and value for money.

C. A chain of venues.

D. A travel agency.

2. In what year did Dolphini begin trading?

A. 2010

B. 2014

C. 2016

D. 2018

3. In 2025 why was there an impressive increase in FS growth?

A. There is a strong demand for events that offer updates on fintech, AI, regulation and compliance.

B. The company introduced low-cost tickets for all events

C. The FS sector faced reduced competition

D. The updates increased in other sectors too

4. Which statement best describes Bezique's services?

A. Only post-event surveys.

B. End-to-end services including concept development, planning, design, venue sourcing, logistics, ticketing, marketing, production, data collection and analysis, and post-event evaluation.

C. Only logistics and ticketing.

D. Only concept development.

5. According to Dolphini notes, some of their sales would be to themselves. What calculation issue does this raise?

A. Intercompany sales were not factored in calculations

B. Currency fluctuations ignored

C. Tax credits overstated

D. Inventory turnover neglected

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6. Bezique Eco intends to collaborate with which groups to care for the planet?

A. External consultants and regulators.

B. Internal teams only.

C. Venue operators, exhibitors, suppliers and visitors.

D. Local government representatives.

7. What is the typical sponsorship fee range per sponsor?

A. Between £5,000 and £50,000

B. Between £1,000 and £10,000

C. Between £50,000 and £100,000

D. Between £500 and £5,000

8. Approximately how many overseas attendees were at UK business events in 2025?

A. Around 500 thousand

B. Around 2 million

C. Around 10 million

D. Around 100 thousand

9. Who joined Bezique in August 2021?

A. Zac Collins - at foundation

B. Monique Duval - August 2021

C. Pedro Ronaldo - May 2019

D. Ivan Sharma - June 2022

10. What portion of FinEvents' YE March 2025 revenue came from events?

A. £206 million

B. £73 million

C. £3 million

D. £279 million

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Answers

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1. B
2. B
3. A
4. B
5. A
6. C
7. A
8. B
9. B
10. B

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Explanations

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1. What did Bezique build in the first two years?

A. A customer support center.

B. A strong reputation for attention to detail, meticulous service levels, and value for money.

C. A chain of venues.

D. A travel agency.

In the early stages, the most important measure of Bezique's progress is the credibility built with customers through reliable quality and value. The best choice reflects that focus: Bezique established a strong reputation for attention to detail, meticulous service levels, and value for money. This kind of reputation creates trust, encourages repeat business, and sets the foundation for sustainable growth without needing major new assets or expansions right away. The other options describe concrete assets or business lines—like a customer support center, a chain of venues, or a travel agency—that would require different priorities and more resources, and they don't capture what the early two-year period is typically about: earning trust through consistent quality and fair pricing.

2. In what year did Dolphini begin trading?

A. 2010

B. 2014

C. 2016

D. 2018

Beginning to trade means the first time the asset is bought and sold on a public market. In this scenario, the timeline shows that Dolphini started trading in 2014, marking the first year it became publicly tradable. The other years correspond to different milestones (like founding or later events) and do not reflect the moment trading actually began. So 2014 is the correct date because it represents the inaugural year of market activity for Dolphini.

3. In 2025 why was there an impressive increase in FS growth?

A. There is a strong demand for events that offer updates on fintech, AI, regulation and compliance.

B. The company introduced low-cost tickets for all events

C. The FS sector faced reduced competition

D. The updates increased in other sectors too

The main idea here is that growth in financial services events comes from people seeking timely, practical knowledge about fast-changing areas. In 2025, professionals want updates on fintech innovations, artificial intelligence applications, and evolving regulations and compliance requirements. When an event curates fresh information on these topics, it's highly valuable for attendees who need to stay competitive, manage risk, and implement new tech or processes. That strong demand drives higher attendance, more sponsorship, and repeated participation, which fuels impressive growth for FS-focused events. Lower ticket prices can help attendance, but they don't explain why growth is tied specifically to updates on fintech, AI, and regulation. Likewise, reduced competition or updates spreading to other sectors don't capture the same direct link between demand for current FS knowledge and growth.

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4. Which statement best describes Bezique's services?

A. Only post-event surveys.

B. End-to-end services including concept development, planning, design, venue sourcing, logistics, ticketing, marketing, production, data collection and analysis, and post-event evaluation.

C. Only logistics and ticketing.

D. Only concept development.

The main idea being tested is that Bezique operates as a full-service partner across the entire event lifecycle. End-to-end services mean they handle every stage from the initial concept through planning, design, venue sourcing, logistics, and ticketing, all the way to marketing, production, data collection and analysis, and post-event evaluation. This shows a single, coordinated approach rather than fragmentary offerings, which is why it's the best description. The other options only cover isolated parts—like just surveys, just logistics and ticketing, or just concept development—so they don't reflect the comprehensive scope that Bezique provides.

5. According to Dolphini notes, some of their sales would be to themselves. What calculation issue does this raise?

A. Intercompany sales were not factored in calculations

B. Currency fluctuations ignored

C. Tax credits overstated

D. Inventory turnover neglected

Intercompany transactions are internal transfers within a corporate group, where one entity sells to another within the same company family. When you're calculating overall performance or preparing consolidated numbers, these internal sales should be eliminated so they don't distort external revenue and margins. If the notes point out that some sales would be to themselves, the issue is that these intercompany sales were not factored into the calculations. That means the analysis isn't accounting for or properly offsetting these internal transfers, which can misstate revenue, costs, and profitability.

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6. Bezique Eco intends to collaborate with which groups to care for the planet?

A. External consultants and regulators.

B. Internal teams only.

C. Venue operators, exhibitors, suppliers and visitors.

D. Local government representatives.

Collaborating with the groups that run, host, supply, and participate in events is the most practical way to care for the planet. Venue operators control key facilities like energy use, water, and waste management, so they can implement efficient systems, renewable energy where possible, and effective recycling. Exhibitors decide what gets brought to the show—materials for booths, printing, and giveaways—so they can choose sustainable, low-impact options. Suppliers determine the sustainability of the products and materials used, from packaging to transport. Visitors influence daily choices, such as how they travel to the event, how they dispose of waste, and whether they support greener options. When Bezique Eco works with all four groups, sustainability ideas become real actions: energy-saving measures are installed and monitored, waste is properly sorted and reduced, greener products are chosen, and attendees are encouraged to adopt eco-friendly habits. This shared effort creates practical, lasting changes across the entire event ecosystem, rather than imposing changes from a single source. Relying only on external consultants and regulators would provide guidance but not the hands-on implementation across the event. Focusing solely on internal teams misses the essential collaboration with those who operate venues, run exhibitions, and interact with attendees. Local government representatives are important partners, but they don't cover all the day-to-day actions that directly affect an event's environmental footprint.

7. What is the typical sponsorship fee range per sponsor?

A. Between £5,000 and £50,000

B. Between £1,000 and £10,000

C. Between £50,000 and £100,000

D. Between £500 and £5,000

Sponsorship fees grow with the level of exposure and benefits offered, so for many events or projects the standard package sits in the mid-range. The typical amount a sponsor might pay, balancing value and accessibility, is between five thousand and fifty thousand pounds. This range covers local or regional partners that want meaningful visibility—logo placement, program mentions, signage, maybe a brief speaking slot, and digital presence—without demanding a huge investment. Smaller micro-sponsorships (hundreds to low thousands) exist but usually come with limited benefits, while much larger commitments (tens of thousands to six figures) are typical only for bigger, high-profile events.

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8. Approximately how many overseas attendees were at UK business events in 2025?

A. Around 500 thousand

B. Around 2 million

C. Around 10 million

D. Around 100 thousand

The idea here is to estimate international participation across all UK business events in a given year by adding up every overseas attendee from every event. That total grows with both how many events there are and how many international attendees each event attracts. Two million is the most sensible scale for a full year: it reflects a large but plausible aggregate from many conferences, exhibitions, and summits hosted in the UK. A figure like 10 million would require an exceptionally huge year with extraordinarily high international turnout across numerous major events, while 500 thousand or 100 thousand would understate the reach of a busy annual calendar of international business events. So, around 2 million best fits the typical scope of overseas attendance across all UK business events in a year.

9. Who joined Bezique in August 2021?

A. Zac Collins - at foundation

B. Monique Duval - August 2021

C. Pedro Ronaldo - May 2019

D. Ivan Sharma - June 2022

The key idea is matching a specific joining date to the person. August 2021 is the date tied to Monique Duval, so she is the one who joined Bezique then. Looking at the timeline, Zac Collins joined at foundation (earlier), Pedro Ronaldo joined in May 2019, and Ivan Sharma joined in June 2022. Only Monique Duval corresponds to August 2021.

10. What portion of FinEvents' YE March 2025 revenue came from events?

A. £206 million

B. £73 million

C. £3 million

D. £279 million

The main idea is to read the revenue breakdown by source and pick out the amount specifically labeled as revenue from events. In the YE March 2025 figures, the line item for events shows £73 million. This is the portion of total revenue that came from events, distinct from other revenue streams. Seeing it in the context of the total revenue helps confirm the fit: total revenue is £279 million, so the remaining £206 million would come from other sources. The other numbers don't fit as the events figure because they wouldn't align with the specific line labeled for events in the breakdown, and £279 million would imply all revenue came from events, which isn't the case here.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

https://beziquecasestudy.examzify.com

We wish you the very best on your exam journey. You've got this!

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