

# ACS Bezique Events Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

**Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.**

**ALL RIGHTS RESERVED.**

**No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.**

**Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.**

**SAMPLE**

# Table of Contents

<b>Copyright</b> .....	<b>1</b>
<b>Table of Contents</b> .....	<b>2</b>
<b>Introduction</b> .....	<b>3</b>
<b>How to Use This Guide</b> .....	<b>4</b>
<b>Questions</b> .....	<b>5</b>
<b>Answers</b> .....	<b>8</b>
<b>Explanations</b> .....	<b>10</b>
<b>Next Steps</b> .....	<b>15</b>

SAMPLE

# 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.

# 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!**

## Questions

SAMPLE

- 1. In the staff cost breakdown, where are the costs for support functions recorded?**
  - A. Administrative Expenses**
  - B. Cost of Sales**
  - C. Selling Expenses**
  - D. Financing Costs**
  
- 2. By what percentage did the deferred income balance increase from 2024 to 2025?**
  - A. 5%**
  - B. 8.7%**
  - C. 7.5%**
  - D. 10%**
  
- 3. Who handles Event Design and Technical Services?**
  - A. Rebecca Summer**
  - B. Zac Collins**
  - C. Ivan Sharma**
  - D. Pedro Ronaldo**
  
- 4. Which administrative expense was the highest in 2025?**
  - A. Marketing & advertising**
  - B. Premises & IT**
  - C. Wages & salaries**
  - D. General expenses**
  
- 5. What was the UK business events industry revenue in 2024 and its projected growth to 2035?**
  - A. Over £33 billion; projected ~5% per year**
  - B. Over £50 billion; projected ~3% per year**
  - C. £20 billion; projected ~7% per year**
  - D. £12 billion; projected ~2% per year**

- 6. What was Bezique's gross margin percentage in 2025?**
- A. 25.0%**
  - B. 24.3%**
  - C. 25.7%**
  - D. 26.1%**
- 7. Which activity has a duration that is 1.5 times Planning?**
- A. Appendix**
  - B. Writing the Report**
  - C. Planning**
  - D. Executive Summary**
- 8. What was sponsorship revenue in 2025?**
- A. £30.8 million**
  - B. £18.0 million**
  - C. £6.1 million**
  - D. £7.5 million**
- 9. Which single activity is allocated 30 minutes?**
- A. Appendix**
  - B. Planning**
  - C. Writing the Report**
  - D. Executive Summary**
- 10. How did Bezique acquire its TTH division?**
- A. In 2017, acquired trade and assets of Gingzing, a poorly-run TTH event company that had gone into liquidation**
  - B. Through a joint venture with Gingzing in 2017**
  - C. By internal development of a new TTH portfolio**
  - D. By acquiring a profitable TTH company in 2018**

## Answers

SAMPLE

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

SAMPLE

## **Explanations**

SAMPLE

**1. In the staff cost breakdown, where are the costs for support functions recorded?**

**A. Administrative Expenses**

**B. Cost of Sales**

**C. Selling Expenses**

**D. Financing Costs**

Costs are typically classified by function on the income statement. The staff costs for support functions—like administration, HR, IT, and general management—do not directly tie to producing goods or delivering services. Instead, they support the organization as a whole, so they are recorded as Administrative Expenses (the general and administrative portion of SG&A). They aren't part of Cost of Sales, which covers direct production costs; they aren't Selling Expenses, which relate to marketing and sales activities; and they aren't Financing Costs, which are interest and other financing charges.

**2. By what percentage did the deferred income balance increase from 2024 to 2025?**

**A. 5%**

**B. 8.7%**

**C. 7.5%**

**D. 10%**

The main idea is to measure how much the deferred income balance grew relative to the previous year. This is done by calculating the percentage change: take the difference between the 2025 balance and the 2024 balance, divide by the 2024 balance, and multiply by 100. So, percent increase =  $(\text{balance in 2025} - \text{balance in 2024}) \div \text{balance in 2024} \times 100$ . When you apply the numbers given in the problem, that calculation comes out to 8.7%, which is why that option is correct. If you used a different percentage, you'd be implying a different relationship between the two balances, which doesn't fit the data provided.

**3. Who handles Event Design and Technical Services?**

**A. Rebecca Summer**

**B. Zac Collins**

**C. Ivan Sharma**

**D. Pedro Ronaldo**

Event Design and Technical Services involve turning a concept into the actual look and feel of an event while making sure all technical elements—staging, lighting, sound, AV, rigging, and on-site production—work together safely and smoothly. Pedro Ronaldo handles this area, coordinating design ideas with the production team, selecting decor and staging, planning lighting and audio, supervising technicians, and guiding the run of show from load-in through strike. This blend of creative planning and hands-on technical coordination is precisely what this role requires. Other team members typically focus on different functions, such as client relations, logistics, or operations, so their day-to-day work aligns with those areas rather than Event Design and Technical Services.

#### 4. Which administrative expense was the highest in 2025?

- A. Marketing & advertising
- B. Premises & IT
- C. Wages & salaries**
- D. General expenses

Administrative expenses are costs tied to running the business that aren't directly linked to producing goods or selling them. Payroll for administrative and support staff often forms the largest portion of this category because it covers salaries for managers, HR, finance, IT support, and other essential admin roles that must be maintained continuously. In 2025, wages and salaries stand out as the biggest line item among administrative costs, reflecting the substantial ongoing expense of keeping operations, compliance, and administration functioning. Other options are usually categorized differently: marketing and advertising is typically shown under selling or marketing expenses, not administrative; premises and IT cover facilities, utilities, and technology infrastructure and, while significant, are generally smaller than major payroll costs; general expenses include a variety of smaller items and tend to be lower than the primary payroll. So, wages and salaries is the highest administrative expense.

#### 5. What was the UK business events industry revenue in 2024 and its projected growth to 2035?

- A. Over £33 billion; projected ~5% per year**
- B. Over £50 billion; projected ~3% per year
- C. £20 billion; projected ~7% per year
- D. £12 billion; projected ~2% per year

Understanding how revenue and growth rate combine over time is the key. A growth rate of about 5% per year compounds, so starting from a little over £33 billion in 2024 would lead to a substantial but steady rise by 2035 (roughly in the mid-to-high £50s billions). This pairing—around £33bn now with ~5% annual growth—is plausible and consistent with a stable expansion path over 11 years. The other options mix a much larger current size with a low growth rate or a much smaller current size with a high growth rate, which would yield implausible projections for 2035 given the 2024 baseline. So the choice stating over £33 billion in 2024 and ~5% per year is the best fit.

#### 6. What was Bezique's gross margin percentage in 2025?

- A. 25.0%
- B. 24.3%
- C. 25.7%**
- D. 26.1%

Gross margin percentage measures how much of sales revenue remains after covering the cost of goods sold. It's computed by taking gross profit (net sales minus cost of goods sold), dividing by net sales, and expressing the result as a percentage:  $\text{gross margin} = (\text{gross profit} / \text{net sales}) \times 100$ . For Bezique in 2025, the gross margin is 25.7%, meaning the gross profit portion is 25.7% of net sales. If the margin were 25.0%, gross profit would be 25% of net sales (and COGS would be 75% of net sales); a 24.3% margin would imply a smaller gross profit share, and 26.1% would imply a larger gross profit share. The 25.7% figure precisely reflects the ratio of gross profit to net sales in that year's numbers.

**7. Which activity has a duration that is 1.5 times Planning?**

- A. Appendix
- B. Writing the Report**
- C. Planning
- D. Executive Summary

The key idea here is comparing how long each activity lasts relative to Planning. If an activity's duration is 1.5 times the Planning duration, it takes 50% longer than Planning. Writing the Report fits that relation because its duration is one and a half times as long as Planning. For example, if Planning takes 2 days, Writing the Report would take about 3 days. This makes it longer by 50%, which matches the requirement. Appendix and Executive Summary are typically shorter or not tied to that 1.5× relationship, and Planning itself is the base duration, not the longer one. So Writing the Report is the best match for having a duration 1.5 times Planning.

**8. What was sponsorship revenue in 2025?**

- A. £30.8 million
- B. £18.0 million**
- C. £6.1 million
- D. £7.5 million

Sponsorship revenue is the income a company earns from sponsors in exchange for branding, exposure, or naming rights. To find the amount for a specific year, you look at the income statement or the notes where revenue is broken down by source. For 2025, the sponsorship line shows £18.0 million, which is why that figure is the correct one. The other numbers correspond to different revenue streams or different years, so they don't match the sponsorship category for 2025. If you ever doubt, double-check the year and the revenue-by-source breakdown in the notes.

**9. Which single activity is allocated 30 minutes?**

- A. Appendix
- B. Planning
- C. Writing the Report**
- D. Executive Summary

Time management and task scheduling are being tested here. In a structured writing task, the central piece is the actual drafting of the report, which needs a continuous block of time to develop content, organize the structure, and polish the narrative. A 30-minute slot is set aside for this activity because it represents the main deliverable and requires sustained focus to produce coherent sections and a logical flow from start to finish. The other parts serve different roles: planning establishes what will be written and how; the executive summary provides a concise overview of the whole document; and the appendix collects supporting materials. These can be prepared or assembled in ways that don't require the single long stretch of focus that writing the report does. So, the 30-minute allocation fits best with the task of producing the full written report.

**10. How did Bezique acquire its TTH division?**

- A. In 2017, acquired trade and assets of Gingzing, a poorly-run TTH event company that had gone into liquidation**
- B. Through a joint venture with Gingzing in 2017**
- C. By internal development of a new TTH portfolio**
- D. By acquiring a profitable TTH company in 2018**

The key idea is acquiring a division through an asset purchase from a distressed target. Bezique entered the TTH space by buying the trade and assets of Gingzing in 2017, a TTH event company that had gone into liquidation. In such a liquidation, the buyer can pick up specific assets, contracts, and goodwill without taking on the seller's liabilities, making it a quick way to add a business line when the target is failing. This fits a one-off acquisition in 2017 rather than creating something new from scratch, partnering in a joint venture, or buying a profitable company later on.

SAMPLE

## 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](mailto:hello@examzify.com).**

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

**<https://acsbeziqeevents.examzify.com>**

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

SAMPLE