

# Beziqne Case Study Practice Test (Sample)

## Study Guide



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

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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.

# 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

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- 1. According to Bezique's admissions strategy, what is true about some visitors?**
  - A. All visitors attend for the entire day**
  - B. No visitors attend for part of the day**
  - C. Some visitors attend only for part of the day**
  - D. Most visitors attend for the morning**
  
- 2. Which development enabled FinEvents to use AI across its back-office operations?**
  - A. Acquisition by an event tech company enabling AI across back-office operations**
  - B. Expansion into Asia**
  - C. Internal software upgrade**
  - D. Appointment of a new CEO**
  
- 3. Consequences of the EDI policy?**
  - A. Neurodivergent and accessibility specs are non-negotiable and as a result Besique may incur additional costs or a venue may be considered unsuitable**
  - B. EDI policies reduce costs**
  - C. No changes to venues**
  - D. EDI is optional for events**
  
- 4. Bezique's offer price is based on the average projected operating profit for how many years?**
  - A. Two years**
  - B. Three years**
  - C. Four years**
  - D. Five years**
  
- 5. Why are university campuses good locations for multi-day events?**
  - A. They offer on-site overnight accommodation**
  - B. They have better conference centers than hotels**
  - C. They guarantee higher attendance**
  - D. They reduce security needs**

- 6. What was TTH's growth in 2025, and what stayed unchanged?**
- A. Relatively slow growth with revenue up 5% and the number of events unchanged at 43.**
  - B. Fast growth with revenue up 20% and events increasing.**
  - C. Revenue flat.**
  - D. Revenue decreasing.**
- 7. What gap did Rebecca Summer identify in 2012?**
- A. A gap for virtual reality experiences.**
  - B. A gap for local Manchester events.**
  - C. A gap for innovative yet targeted events for the financial services sector with growth expectations.**
  - D. A gap for sports events.**
- 8. What does HML stand for?**
- A. HealthCare, Medicine and Life Sciences**
  - B. Hospital Management and Logistics**
  - C. Human Medical Laboratory**
  - D. Healthcare, Medicine and Life Sciences**
- 9. Which sequence best describes FinEvents' rebound after nearly closing?**
- A. It was acquired by a venture capital firm and later by an event tech company enabling AI across its back-office operations.**
  - B. It expanded into Asia and launched a new product line.**
  - C. It pivoted to virtual events only.**
  - D. It merged with a competitor.**
- 10. What sustainability approach is suggested as a differentiator?**
- A. Increase recycling and waste reduction alone**
  - B. Form partnerships with sustainability experts**
  - C. Hire more marketing staff**
  - D. Expand advertising budgets**

## Answers

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

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## **Explanations**

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**1. According to Bezique's admissions strategy, what is true about some visitors?**

- A. All visitors attend for the entire day
- B. No visitors attend for part of the day
- C. Some visitors attend only for part of the day**
- D. Most visitors attend for the morning

Flexible attendance timing is what this item tests. The admissions strategy is built to accommodate visitors with different schedules, so it allows people to come for only part of the day. That makes it true that some visitors attend only for part of the day, for example when someone attends a brief information session or tour while others might stay longer. It wouldn't fit the scenario to say everyone stays the full day or that no partial-day visits occur, because the approach explicitly includes shorter visit options.

**2. Which development enabled FinEvents to use AI across its back-office operations?**

- A. Acquisition by an event tech company enabling AI across back-office operations**
- B. Expansion into Asia
- C. Internal software upgrade
- D. Appointment of a new CEO

Organizational changes that bring in an AI-enabled tech platform can unlock AI adoption across back-office operations. If FinEvents was acquired by an event-tech company that already runs AI-powered back-office tools, they could immediately tap into those capabilities for accounting, HR, procurement, and support. An acquisition provides a ready-made stack, data integrations, and governance processes that make automated workflows scalable and reliable, rather than building tools from scratch. That combination of technology, data access, and aligned processes is what enables AI to be used across the back office. Other developments like market expansion, a software upgrade, or leadership changes can influence strategy, but they don't automatically supply the integrated AI-enabled backbone for internal operations.

**3. Consequences of the EDI policy?**

- A. Neurodivergent and accessibility specs are non-negotiable and as a result Besique may incur additional costs or a venue may be considered unsuitable**
- B. EDI policies reduce costs
- C. No changes to venues
- D. EDI is optional for events

Equality, diversity and inclusion guidelines require events to meet accessibility and inclusivity standards, and these are usually non-negotiable. That means organizers must plan around neurodivergent needs and other accessibility specs, which can lead to additional costs or even rule out venues that can't meet the requirements. You might need to pay for accessible facilities, accommodations, or adaptive services, and some venues simply won't be suitable if they can't comply with these standards. These policies aren't about reducing costs, and they aren't optional. They require changes to how venues are chosen and how events are designed, ensuring everyone can participate.

**4. Bezique's offer price is based on the average projected operating profit for how many years?**

- A. Two years
- B. Three years**
- C. Four years
- D. Five years

In this item the key idea is using a multi-year average of operating profit to set the offer price. Averaging over several years helps smooth out year-to-year fluctuations and focuses on what the business is expected to consistently generate, rather than relying on a single year that might be unusually high or low. Three years is the chosen horizon because it balances reliability with relevance. It's long enough to smooth out short-term volatility and capture a basic business cycle, but not so long that projections become too uncertain. This makes the average a steadier basis for pricing compared with just the next year, while still staying current. To apply it, you would take the projected operating profit for three consecutive years, add them together, and divide by three to get the average. That average then informs the offer price, often together with other adjustments or a valuation multiple.

**5. Why are university campuses good locations for multi-day events?**

- A. They offer on-site overnight accommodation**
- B. They have better conference centers than hotels
- C. They guarantee higher attendance
- D. They reduce security needs

On-site overnight accommodation makes campuses especially suitable for multi-day events. When lodging is available right where sessions occur, attendees save time and energy by moving between sleeping spaces and meeting rooms without long commutes. This closeness helps sustain focus for long days, supports after-hours networking, and simplifies planning meals and breakout sessions. Universities often offer blocks of dorm rooms or guest housing that can be reserved for groups, plus campus dining and a range of flexible spaces—classrooms, lecture halls, and smaller rooms—paired with ready-to-use AV and IT support. All of this reduces logistical friction and can lower overall costs compared with coordinating lodging, meals, and transportation across separate hotels. The other ideas don't automatically apply: conference center quality varies, attendance depends on many factors, and security needs aren't inherently lighter on campus.

**6. What was TTH's growth in 2025, and what stayed unchanged?**

- A. Relatively slow growth with revenue up 5% and the number of events unchanged at 43.**
- B. Fast growth with revenue up 20% and events increasing.**
- C. Revenue flat.**
- D. Revenue decreasing.**

The idea being tested is how to read a summary of a company's performance by looking at both growth and stability in related metrics. In this case, the best description is that revenue grew modestly by 5%, while the number of events stayed the same at 43. This captures two things at once: growth was present but slow, and the event count did not change from the previous period, which is exactly what “stayed unchanged” refers to. Why this fits best: a 5% increase signals relatively slow growth, not the sharp rise implied by a 20% jump. “Unchanged at 43” means the events did not increase, so any option that says events rose would be inconsistent. The options claiming flat revenue or decreasing revenue would mean no growth or negative growth, which also doesn't match the described 5% rise.

**7. What gap did Rebecca Summer identify in 2012?**

- A. A gap for virtual reality experiences.**
- B. A gap for local Manchester events.**
- C. A gap for innovative yet targeted events for the financial services sector with growth expectations.**
- D. A gap for sports events.**

Spotting a market gap means identifying an unmet need that has real potential to be served profitably. In this case, the gap is for innovative yet targeted events designed specifically for the financial services sector, with growth expectations. That combination is powerful: it points to a niche industry audience that wants fresh, creative formats and content, and it also signals there's room to scale the offering over time. This stands out from other ideas because it isn't just about a broad type of event (like anything virtual reality or anything local) or a generic category (sports). It narrows in on a particular industry, emphasizes innovative and targeted approaches, and includes the potential for growth, which together define a distinct and viable opportunity.

## 8. What does HML stand for?

- A. HealthCare, Medicine and Life Sciences
- B. Hospital Management and Logistics
- C. Human Medical Laboratory
- D. Healthcare, Medicine and Life Sciences**

HML is a label for the broad health-related fields, grouping areas that cover patient care, medical research, and life sciences. The best match is “Healthcare, Medicine and Life Sciences” because it clearly names those three interconnected domains—healthcare delivery, medical science, and biotechnology/pharmaceutical life sciences—in a single, standard phrasing used in industry classifications. The other options don’t fit as well: they point to narrower or different concepts (for example, hospital operations, or a single laboratory) or are just stylistic differences in capitalization that don’t change the meaning. So the intended meaning of HML aligns with Healthcare, Medicine and Life Sciences.

## 9. Which sequence best describes FinEvents' rebound after nearly closing?

- A. It was acquired by a venture capital firm and later by an event tech company enabling AI across its back-office operations.**
- B. It expanded into Asia and launched a new product line.
- C. It pivoted to virtual events only.
- D. It merged with a competitor.

The idea being tested is that a troubled company can revive best through external support that provides both funding and strategic capability, then leverage technology to operate more efficiently. In this path, FinEvents first being acquired by a venture capital firm would bring essential capital and a plan to stabilize the business, reset priorities, and reorient strategy after near-closure. Later, being acquired by an event-tech company that enables AI across its back-office operations shows how the rebound accelerates when it’s integrated into a larger tech ecosystem, giving scalable processes, automation, and smarter decision-making. This two-step sequence illustrates revival through financial backing followed by operational and technological empowerment, which aligns with a recovery story. Other options describe growth or strategic shifts that don’t capture the same rescue-and-scale dynamic. Expanding into Asia and launching a new product line suggests growth, but not the rescue and AI-enabled efficiency lens. Pivoting to virtual events only signals a strategic shift, not necessarily a rebound from near closure. Merging with a competitor implies consolidation, which is a different route than being acquired by a VC and then by another tech company to unlock AI-enabled operations.

**10. What sustainability approach is suggested as a differentiator?**

- A. Increase recycling and waste reduction alone**
- B. Form partnerships with sustainability experts**
- C. Hire more marketing staff**
- D. Expand advertising budgets**

The idea being tested is how to stand out in sustainability by building credibility and depth through external expertise. Forming partnerships with sustainability experts is the strongest differentiator because it brings specialized knowledge, up-to-date standards, and external validation to a company's practices. With experts involved, a business can set rigorous targets, design more sustainable products and processes, and implement governance and reporting that stakeholders can trust. This kind of collaboration signals a serious, long-term commitment to sustainability, not just surface-level actions, which is what truly differentiates a company in this space. Recycling and waste reduction are important baseline steps, but they're commonly expected and don't by themselves demonstrate advanced capability. Marketing-focused hires or bigger ad budgets affect messaging rather than actual sustainability impact, so they don't provide the same credibility or substantive differentiation.

## 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://beziuecasestudy.examzify.com>**

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

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