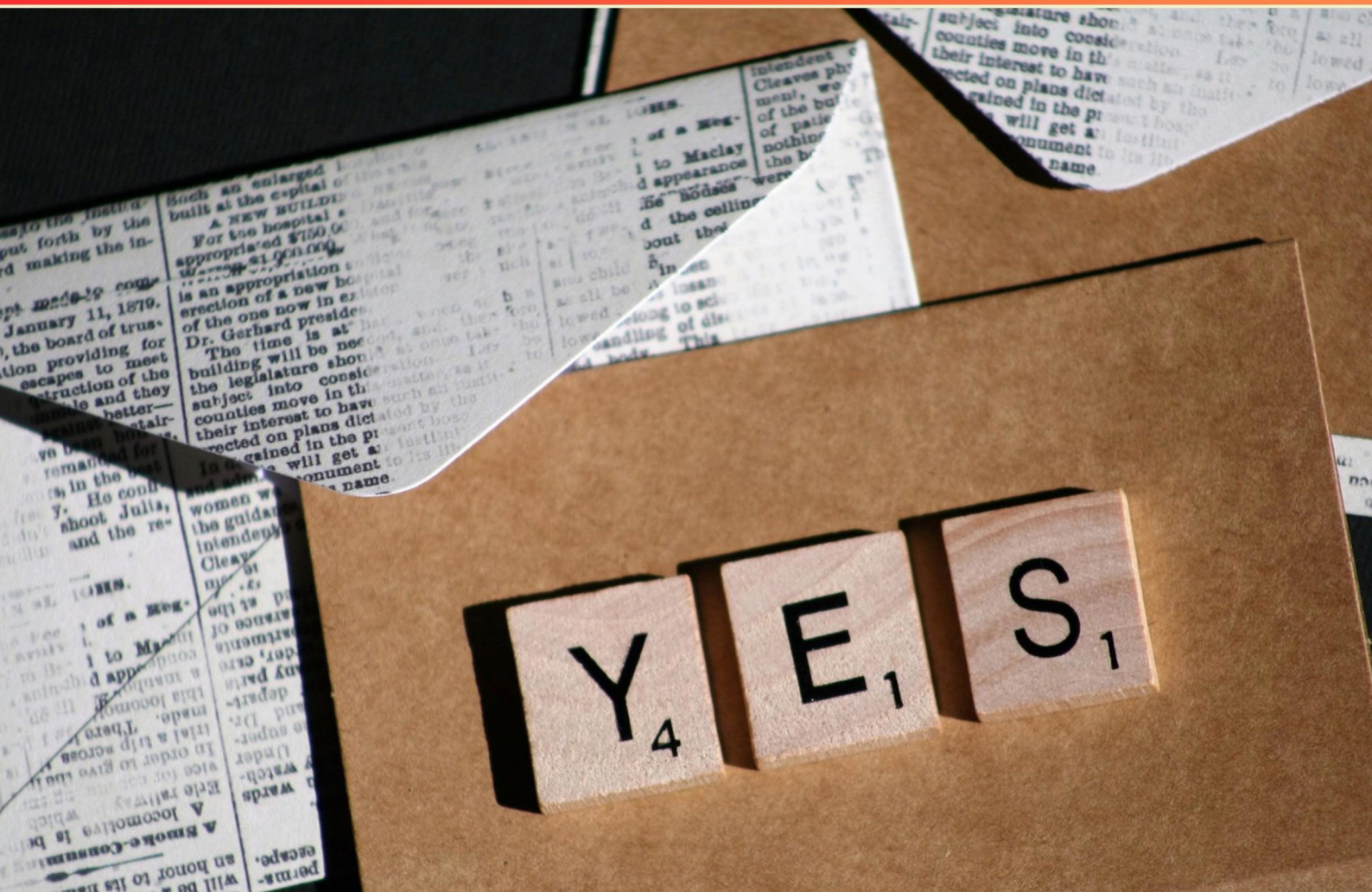


# BEZIQUE CASE STUDY PRACTICE TEST (SAMPLE)

## STUDY GUIDE



## SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

<https://beziqecasestudy.examzify.com>



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# Table of Contents

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

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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. What was FinEvents' revenue for the year ended March 2025?**
  - A. £206 million
  - B. £150 million
  - C. £73 million
  - D. £279 million
  
- 2. When expanding, what did Bezique focus on?**
  - A. Only large established venues.
  - B. Merging with competitors.
  - C. Forming connections with operators of brand-new venues early, sometimes before opening.
  - D. Closing regional offices.
  
- 3. How are the factors scored in the assessment tool?**
  - A. Not scored
  - B. Partly met: some aspects considered positive, with some reservations
  - C. Fully met: all aspects considered positive
  - D. Not met: all aspects considered negative
  
- 4. Bezique's main competitor in the HML industry is which company?**
  - A. MedixPro
  - B. Touromaster
  - C. ConfMED
  - D. FinEvents
  
- 5. Which factor covers availability of staff, equipment, suppliers and achievability of timeline?**
  - A. Strategic fit
  - B. Resources
  - C. Venue and logistics
  - D. Financial return

6. Beziq determines its acquisition offer price using a multiple of average projected operating profit for the next three years. What is the multiplier used?
- A. Three times
  - B. Five times
  - C. Seven times
  - D. Ten times
7. Based on the latest figures available, what was the revenue from business events in 2024?
- A. £50 billion
  - B. Over £33 billion
  - C. £33.5 billion
  - D. £20 billion
8. Which sector overtook as the biggest sector in 2025?
- A. TTH
  - B. AI
  - C. FS
  - D. Fintech events
9. What was the percent change in TTH visitors in 2025?
- A. 0.0%
  - B. 2.9%
  - C. 13.5%
  - D. 1.6%
10. Dolphini's clients are mainly which type?
- A. Mainly event companies specialising in FS but also a few corporates in the financial sector
  - B. Restaurants and cafes
  - C. Public sector agencies
  - D. Educational institutions

## **Answers**

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

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## **Explanations**

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### 1. What was FinEvents' revenue for the year ended March 2025?

- A. £206 million**
- B. £150 million
- C. £73 million
- D. £279 million

Revenue is the top line on the income statement—the total amount earned from selling goods or services during the period. For FinEvents, the year ended March 2025 shows the revenue figure reported on the consolidated income statement as £206 million. This is the total across all activities in that year, before subtracting expenses. The other numbers are from different metrics or periods (like a prior year, or figures such as profit or gross margins), and do not represent the actual revenue for the year ended March 2025. If FinEvents has multiple revenue streams, their sums are already reflected in that single revenue line; the figure shown is the authoritative measure of revenue for that year.

### 2. When expanding, what did Bezique focus on?

- A. Only large established venues.
- B. Merging with competitors.
- C. Forming connections with operators of brand-new venues early, sometimes before opening.**
- D. Closing regional offices.

The idea being tested is how a growth-focused expansion relies on forming early partnerships with operators of venues that are brand-new, even before they open. Connecting with these operators early lets Bezique shape the launch, coordinate on location and space needs, and align marketing and customer experience from day one. This pre-opening collaboration can secure favorable terms, ensure the service or product fits the venue's design and vibe, and reduce ramp-up risk by having systems and routines in place as the doors open. It also creates a first-mover advantage, giving Bezique a strong presence as new venues come online. Why this fits best is that it emphasizes proactive market entry and scalable growth through strategic alliances at the start of a venue's life cycle, rather than waiting for established venues, which limits new opportunities. It's not about merging with competitors, which would shift the focus away from venue partnerships, nor about closing offices during expansion, which would hinder growth. It's about building early, direct ties with operators at the moment a venue is being born.

### 3. How are the factors scored in the assessment tool?

- A. Not scored
- B. Partly met: some aspects considered positive, with some reservations
- C. Fully met: all aspects considered positive
- D. Not met: all aspects considered negative**

In this scoring approach, each factor is judged against a set of criteria and given one verdict that sums up how well it meets them. If every aspect fails to meet the standard, the factor receives the Not met label, with all aspects considered negative. That strongest negative signal is used because there's no positive evidence anywhere among the sub-criteria. If any aspect met the standard, you'd move to partly met or fully met, depending on how many aspects pass. The idea of Not scored would imply there was no evaluation at all, which isn't how this tool handles scoring.

#### 4. Bezique's main competitor in the HML industry is which company?

- A. MedixPro
- B. Touromaster
- C. ConfMED**
- D. FinEvents

*In this situation, the main thing to identify is who competes most directly for the same customers with a very similar product and value proposition. Bezique and ConfMED both target the same segment within the HML space, offering comparable high-value, specialty medical solutions that hospitals and clinics would consider together. They vie for the same buying criteria—quality, reliability, service, and total cost of ownership—and they use similar channels to reach the same purchasers. That direct overlap in product focus, customer base, and sales approach makes ConfMED Bezique's closest competitor in this market. The other companies diverge from this direct competition either by offering different types of products, targeting different customer segments, or operating in different markets. MedixPro might be positioned toward a different line of medical offerings, Touromaster could have a distinct focus or geographies, and FinEvents isn't aligned as a product competitor in the HML space. Because these options don't align as tightly with Bezique on product, customers, and value proposition, they're not the primary rivals in this context.*

#### 5. Which factor covers availability of staff, equipment, suppliers and achievability of timeline?

- A. Strategic fit
- B. Resources**
- C. Venue and logistics
- D. Financial return

*Understanding what resources are helps here. Resources cover the inputs needed to carry out a project or event: the people available to do the work (staff), the equipment and materials required, the external suppliers or contractors, and whether the schedule is realistic given those inputs. If you can secure the right staff, have the necessary equipment, confirm suppliers, and fit the timeline to what's realistically achievable, you're looking at feasible execution. The other factors focus on different aspects: strategic fit is about alignment with goals and strategy, venue and logistics deal with the location and on-site operations, and financial return concerns the profitability potential rather than the practical inputs and schedule feasibility. So, the factor that encompasses availability of staff, equipment, suppliers, and timeline achievability is resources.*

#### 6. Bezique determines its acquisition offer price using a multiple of average projected operating profit for the next three years. What is the multiplier used?

- A. Three times
- B. Five times**
- C. Seven times
- D. Ten times

*The method tests how an offer price is built from forward profitability: you take the average operating profit projected for the next three years and multiply it by a fixed factor. In this scenario, the factor chosen is five, so the offer price equals five times that three-year average operating profit. Five is a fairly common mid-range multiplier for stable, growing businesses, balancing current performance with upside from future profits. A smaller multiplier would undervalue the company relative to its projected earnings, while a larger one would imply stronger growth or synergies than the forecast supports.*

**7. Based on the latest figures available, what was the revenue from business events in 2024?**

- A. £50 billion
- B. Over £33 billion**
- C. £33.5 billion
- D. £20 billion

*When reading financial figures, the way the number is described matters as much as the number itself. If a report says revenue was "over" a certain amount, that means it exceeded that level but isn't presented as an exact figure. The latest figures indicate the business-events revenue sits in that mid-range area—above a lower threshold but not approaching the highest option shown. So the wording that states it was over that mid-range threshold best fits the reported data. The other choices either imply a much larger total, a much smaller total, or an exact value that isn't confirmed by the wording in the latest figures.*

**8. Which sector overtook as the biggest sector in 2025?**

- A. TTH
- B. AI
- C. FS**
- D. Fintech events

*This question is about comparing sector sizes at a specific point in time and identifying which one is the largest. To know which sector overtook the others in 2025, you look at the values for each sector in that year and see which is the highest. The sector with the top value in 2025 has surpassed the others to become the biggest, which is why Financial Services is the correct choice here. It means that, according to the data for 2025, Financial Services grew to a size larger than the other sectors. Think of it like looking at a chart where each sector's size is plotted for 2025; the tallest bar (or highest line value) corresponds to the sector that overtook the rest. Fintech events and the other sectors don't reach that top value in 2025, while Financial Services does, which is why it's identified as the biggest.*

**9. What was the percent change in TTH visitors in 2025?**

- A. 0.0%
- B. 2.9%
- C. 13.5%
- D. 1.6%**

*The question is testing how to calculate percent change from one year to the next. To find the percent change in TTH visitors from 2024 to 2025, you take the difference between the two years, divide by the 2024 value, and multiply by 100. In the data, the number of TTH visitors in 2025 is only a small increase over 2024. When you perform the calculation, that small rise corresponds to a 1.6% change. For example, if 2024 had 1,000 visitors and 2025 had 1,016 visitors, the change would be  $(1,016 - 1,000) / 1,000 \times 100 = 1.6\%$ . So the observed relative increase matches 1.6%, which is why that option is the correct one. The other percentages would require a larger or no change between the two years.*

## 10. Dolphini's clients are mainly which type?

- A. Mainly event companies specialising in FS but also a few corporates in the financial sector
- B. Restaurants and cafes
- C. Public sector agencies
- D. Educational institutions

*Market focus and client segmentation drive Dolphini's mix. The best fit is a niche that centers on event-focused firms that specialize in the financial services sector, plus some corporate clients in finance who need sophisticated event execution. This aligns with a business that builds strengths around FS-specific events—like conferences, launches, and investor-facing occasions—and leverages those capabilities with a few financially oriented corporates as well. Restaurants and cafes, public sector agencies, or educational institutions typically don't demand the specialized FS event production expertise or the same scale and complexity that financial-sector events require, so they don't represent Dolphini's primary client profile.*

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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](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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