

DES Practice Test Questions and Answers

1. How does live chat improve attendee engagement?

- A) By making the event content less relevant
- B) By increasing the technical complexity of the event
- C) By enabling real-time attendee interaction
- D) By reducing attendee participation

2. How does live streaming benefit digital events?

- A) It increases event costs
- B) It excludes in-person attendees
- C) It expands event accessibility and audience engagement
- D) It limits event participation

3. What is the primary benefit of event analytics?

- A) It increases event attendance
- B) It provides insights for improving future events
- C) It automates event marketing
- D) It manages event staff scheduling

4. What is the role of event apps in digital events?

- A) To serve as a ticketing platform only
- B) To provide event information and engagement tools
- C) To host video calls
- D) To manage logistics only

Answers: 1-C 2-C 3-B 4-B

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