Private & Confidential



# FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

#### **RESIT EXAMINATION**

Student ID (in Figures)	:												
Student ID (in Words)	:												
Cauras Cada & Nama		F\/F	1502	INITE	2001	ICTIO	N TO	DUCI	NECC	<b>5</b> \/ <b>5</b> \	ITC		
Course Code & Name	:					JCTIO	NIO	ROSI	INE 55	EVEN	115		
Trimester & Year	•		uary -	Apri	1 202	2							
Lecturer/Examiner	:	Gob	ein										
Duration	:	3 H	ours										

#### **INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:

PART A (80 marks) : Answer all FIVE (5) short answer questions. Type the answers below

the questions.

PART B (20 marks) : Answer ONE (1) essay question. Type the answers below the

questions.

- 2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- 4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

<u>WARNING:</u> The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A: FIVE (5) SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S): There are FIVE (5) short answer questions. Type the answers below the

questions.

# Question 1:

Identify and describe **FIVE (5)** roles and responsibilities of a Destination Management Company with relevant examples.

(20 marks)

#### Question 2:

Identify and describe **FIVE (5)** factors to consider in selecting an appropriate venue to host a trade exhibition targeting 250 attendees.

(15 marks)

#### Question 3:

Identify and explain the **FIVE (5)** stages of a bidding process with relevant examples.

(15 marks)

# Question 4:

Identify and describe **FIVE (5)** aspects a country would need to consider in marketing itself as an M.I.C.E. destination.

(15 marks)

# Question 5:

Identify and explain **FIVE (5)** types of technology used in enhancing the experience of attendees to conferences with relevant examples.

(15 marks)

(80 marks)

**END OF PART A** 

# PART B : ESSAY QUESTIONS (20 MARKS)

INSTRUCTION: ONE (1) Essay Question. Type the answers below the question.

# Question 1

You are tasked to assist in the organizing of a 5 days 4 nights incentive trip to Gold Coast Australia for Amway Malaysia that will have 150 people.

Identify and explain **SIX (6)** factors to consider in organizing the incentive trip by using the planning process for business events.

(20 marks)

**END OF EXAMINATION PAPER**