



**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**