Private & Confidential



FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures)	:												
Student ID (in Words)	:												
Course Code & Name	:					CTIO	N TO	BUSI	NESS	EVEN	NTS		
Trimester & Year	:	Jani	uary -	Apri	1 2022	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 **FIVE (5)** roles and responsibilities of a Professional Conference Organizer with relevant examples.

(20 marks)

Question 2:

Describe **FIVE (5)** factors to consider in selecting an appropriate venue to host a conference of 250 participants.

(15 marks)

Question 3:

Explain FIVE (5) types of corporate events commonly organized globally with relevant examples.

(15 marks)

Question 4:

Identify and describe **FIVE (5)** impacts the M.I.C.E. industry potentially contributes to a country with relevant examples.

(15 marks)

Question 5:

Explain FIVE (5) types of technology commonly used in corporate events 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 questions.

Question 1

You are tasked to assist in the organizing of an annual summit for Pacific Asia Travel Association (PATA) that would normally have an average of 400 participants throughout the 4 days.

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

(20 marks)

END OF EXAMINATION PAPER