

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