



FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student Name :

Course Code & Name : **EVE1103 THE EVENT INDUSTRY**
Trimester & Year : January – April 2022
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
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.

WARNING: 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: **SIX (6) SHORT ANSWER QUESTIONS (60 marks)**
INSTRUCTION(S): There are SIX (6) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Clarify **FIVE (5)** characteristic of event.

(10 marks)

Answer:

Question 2:

Analyze any **FIVE (5)** types of event genre that are common in the industry.

(10 marks)

Answer:

Question 3:

Identify **FIVE (5)** ways that an event manager can propose in giving a carnival attendees impact of experience.

(10 marks)

Answer:

Question 4:

Elaborate **FIVE (5)** reasons why organizing fashion show is important for a fashion designer.

(10 marks)

Answer:

Question 5:

Explain **FIVE (5)** concerns of event staging as stated by Ellen (2011).

(10 marks)

Answer:

Question 6:

Describe **FIVE (5)** types of actions that can be proposed for charity events.

(10 marks)

Answer:

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1

Covid-19 pandemic has become a global issue and has affected many industries such as event. Discuss the issues that can affect the organization of events in every parts of the world.

(20 marks)

Answer:

Question 2

Sustainability in event management incorporates socially and environmentally responsible decision making into the entire event planning and organizing an event. Justify the methods of practicing environmental sustainability that can inspire event manager to implement in an event.

(20 marks)

Answer:

END OF EXAMINATION PAPER