

# FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

# **FINAL EXAMINATION**

Student ID (in Figures)	:													
Student ID (in Words)	:													
Course Code & Name	:	EVE1513 INTRODUCTION TO EVENT INDUSTRY												
Semester & Year	:	Janu	uary –	- April	2023	3								
Lecturer/Examiner	:	Mol	nama	d Ima	dudd	in bin	Zaina	al Abi	din					
Duration	:	3 Ho	ours											

# **INSTRUCTIONS TO CANDIDATES**

1.	This question paper consists of 2 parts:								
	SECTION	Α	(60	:	Answer all FOUR (4) short answer questions. Answers are to be				
	marks)				written in the Answer Booklet provided.				
	SECTION	В	(40	:	Answer TWO (2) essay questions. Answers are to be written in the				
	marks)				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)

END OF SECTION A

#### SECTION A: FOUR (4) SHORT ANSWER QUESTIONS (60 marks)

**INSTRUCTION(S)**: There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.

# Question 1:

# Identify and describe FIVE (5) categories of modern pyrotechnics used in a sporting event.

# Question 2:

# Lighting can be the key of success to any event. Explain the types of lighting and the importance in utilizing appropriate lighting in a concert.

# Question 3:

# Classify FIVE (5) potential impacts of an event towards a destination. Describe these impacts with relevant examples to different stakeholders.

(15 marks)

# Question 4:

You are developing a proposal for an Annual General Meeting for an estimated number of 600 pax. Define the S.M.A.R.T. criteria and provide an example of relevant objective(s) for this event using these criteria.

(15 marks)

(15 marks)

(15 marks)

# SECTION B : ESSAY QUESTIONS (40 MARKS)

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

## Question 1

Multimedia plays a key role in successful corporate event production. Multimedia gives the audience a new platform on which to refocus their attention after successive speakers, and when done correctly can really capture and utilize this attention to motivate audience behavior. It's fair to say that without the right approach to its multimedia component, an event will suffer.

And despite the great opportunities offered by multimedia now more than ever, many events fail to take advantage of it. Bland Powerpoint presentations and unoriginal videos with poor transitions and sequencing do the exact opposite of grabbing the attention of the audience. A poor multimedia setup takes away from the event, and leaves the audience disinterested and relegates them into a passive role.

This is why interactive multimedia is so important in corporate event production. Interactive multimedia transforms the audience from observers into participants. It shifts the dynamic of the event from passive to active, which allows for audience engagement on a higher level. This is how you draw your audience in and deliver the message you're trying to convey, which is the goal of any corporate event, in any industry for any occasion.

a) Identify and describe FIVE (5) types of multimedia that can be used in an event.

(10 marks)

b) Based on the answer above, compare and contrast **TWO (2)** relevant types of multimedia for a Gala dinner event.

(10 marks)

## **Question 2**

Getz (2007) explains that event management is a profession that is fast gaining global recognition and to conduct a successful event, the planning process must occur within a considerable time frame by adopting suitable event-planning models.

In relation to the passage above, compare and contrast **TWO (2)** event planning models in planning an exhibition of 400 attendees.

(20 marks)

### **END OF EXAMINATION PAPER**