



**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**  
Semester & Year : January – April 2023  
Lecturer/Examiner : Mohamad Imaduddin bin Zainal Abidin  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 sections:  
SECTION A (60 marks) : FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.  
SECTION B (40 marks) : TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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)**

**SECTION A: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)**

**INSTRUCTION(S): Answer all questions**

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**Question 1:**

As an event manager handling corporate clients at Grand Hyatt Hotel Kuala Lumpur, you are required to prepare a client appreciation dinner for Nokia Malaysia.

(a) Identify **FIVE (5)** goods or services to be included in the quotation. (5 marks)

(b) Describe with examples **TWO (2)** innovative services that can add extra value to the client in a meeting (5 marks)

**Question 2:**

Malaysia has the potential to be a leading destination for events. Elaborate **FIVE (5)** benefits for Malaysia to be a business events destination. (10 marks)

**Question 3:**

Business events are always subject to global changes. Discuss **FIVE (5)** future trends of business event. (10 marks)

**Question 4:**

Identify and relate **FIVE (5)** latest technological trends used in event trends to business events. (10 marks)

**Question 5:**

(a) Explain **FIVE (5)** unique venues that may rent out its premises for business events. Support your answer with an example (10 marks)

(b) Compare and contrast **FIVE (5)** differences between a trade show and consumer show. (10 marks)

**END OF SECTION A**

## SECTION B: ESSAY QUESTIONS (40 MARKS)

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

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### Question 1

24th Annual Conference on Pediatrics 2022 is the conference provide physicians, nurse practitioners, nurses, and other healthcare professionals involved in the care of children with up-to-date, evidence-based clinical data in pediatrics and networking event but simultaneously highlights the crucial role played by medicine for human health.

As the Sales Manager in Business Event from Malaysia Convention & Exhibition Bureau (MYCEB), you are going to promote Malaysia as the destination to host the conference. Propose **FIVE (5)** unique selling points of Malaysia with explanations to the selection committee. (20 marks)

### Question 2

As an event organizer, you are assigned to prepare a virtual meeting for Huawei Malaysia. Suggest **FOUR (4)** technologies required in the virtual meeting. (20 marks)

**END OF EXAMINATION PAPER**