



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BEV 1302 – MICE Venue and Facilities**
Semester & Year : Jan- April 2016
Lecturer/Examiner : Ms. Angie Tung
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **Part A (60 marks) – Short answer questions. Answer ALL. Write your answers in the Answer Booklet(s) provided.**
Part B (40 marks) – Essay questions. Answer ALL. Write your answers in the Answer Booklet(s) 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 of Hospitality 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 of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S): FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1

Explain **FOUR (4)** venue designs of convention centers. (12 marks)

Question 2

Compare the differences between selecting large city center business hotels and boutique resorts as a venue for business events. (6 marks)

Question 3

Daniel, a professional conference organizer has been assigned to find a unique venue for a 250 pax conference.

a. What is the main purpose of conducting conference at a unique venue? (2 marks)

b. Propose a unique venue that Daniel can hold the conference and explain the reasons. (5 marks)

c. Discuss **TWO(2)** challenges that Daniel might be facing when hosting the conference at the unique venue. (4 marks)

Question 4

Samantha is planning a site inspection for an incentive travel for her client, AIA Berhad.

a. Elaborate **FOUR (4)** factors that Samantha should consider during the site inspection. (8 marks)

b. Evaluate **FIVE (5)** requirements that Samantha should consider when selecting destination for the incentive travel. (10 marks)

Question 5

An International Forum will be held at Putrajaya International Convention Center.

a. Explain **FOUR (4)** types of logistical signage that should be used for the forum. (8 marks)

b. Illustrate **FIVE (5)** items that should be included in the convention hall to ensure that delegates can get access to the venue easily. (5 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1:

There are two personal selling approaches in marketing MICE venue and facilities. Evaluate both approaches and propose one approach that sales managers should practice when they are promoting their establishment.

(20 marks)

Question 2:

Customer Relationship Management (CRM) has been widely recognized as a business strategy that enables organizations to identify and manage their relationships with those customers that are most profitable to them. Distinguish the benefits of CRM to venue providers and clients.

(20 marks)

END OF EXAM PAPER