



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BEV 1306 – INTRODUCTION TO EVENT INDUSTRY**  
Semester & Year : January – April 2016  
Lecturer/Examiner : Ms. Angie Tung  
Duration : 3 Hours

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**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 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: 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.

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**Question 1:**

Explain a major event by using '5Ws and 1H' of the event concept. (7 marks)

**Question 2:**

Joshua is an Event Manager while Daniel is an Event Producer. Compare the roles that they play in event management. (5 marks)

**Question 3:**

Stakeholders involved will vary from event to event.

a. Distinguish the differences between primary and secondary stakeholders. (4 marks)

b. Recognize the relationship between an event with sponsor, media, spectators and participants. (6 marks)

**Question 4:**

Joshua is a Professional Event Organizer with 15 years' experience.

a. Who are the possible suppliers and their roles that Joshua will contract when he is planning for a staff appreciation night at Trader's hotel? (10 marks)

b. Relate **FOUR (4)** factors that contribute to a memorable staff appreciation night. (8 marks)

**Question 5:**

Explain **FIVE (5)** phrases of event planning. (10 marks)

**Question 6:**

Simon is planning a proposal for a charity dinner for 550 guests.

a. Explain how Simon develops event objectives. (5 marks)

b. Identify **FIVE (5)** factors that Simon will have to take into consideration when he is conducting site inspection for the above event. (5 marks)

**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.**

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**Question 1**

Peggy works in a renowned event management company and is currently planning a road show for her client, Samsung Malaysia Electronics Sdn Bhd. Discuss the possible services that Peggy can provide to her client. (20 marks)

**Question 2**

Mr and Mrs Johnson are celebrating their 10<sup>th</sup> wedding anniversary is scheduled to be held this November. As an event organizer, you are invited to propose a theme for the celebration. How would you relate all the elements of staging to the theme? (20 marks)

**END OF EXAMINATION PAPER**