



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BEV 2303 – EVENT STAKEHOLDER BEHAVIOUR**
 Semester & Year : January - April 2016
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FIVE (5) structure 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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: STRUCTURE QUESTIONS (60 MARKS)

INSTRUCTION(S): There are FIVE (5) structure questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Describe who could be called as a stakeholder.

(10 marks)

Question 2

a) Identify the goals of stakeholder.

(5 marks)

b) Examine why understanding consumer behaviour is important.

(10 marks)

Question 3

a) Explain **FIVE (5)** factors of consumer behaviour.

(5 marks)

b) Discuss the phrase 'You are what you buy'.

(10 marks)

Question 4

Analyse why communication is vital in building Stakeholder Relationship?

(5 marks)

Question 5

Describe **THREE (3)** most common profiles of a stakeholder.

(15 marks)

END OF PART A

PART B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: There are TWO (2) essay questions. Answer both questions in the Answer Booklet (s) provided.

Question 1

Discuss personal characteristics that affect consumer behaviour.

(20 marks)

Question 2

Discuss how stakeholder's involvement may affect a particular event.

(20 marks)

END OF EXAM PAPER