

**SCHOOL OF TOURISM****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DEV 1302 - THE EVENT INDUSTRY**
Semester & Year : January - April 2016
Lecturer/Examiner : Angie Tung
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- 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: 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.

Question 1:

Define the terms below with example.

- a. Mega event (2 marks)
- b. Major event (2 marks)
- c. Hallmark event (2 marks)

Question 2:

Analyze **THREE (3)** positive social and cultural impacts of special events on communities.

(6 marks)

Question 3:

Event sponsorship helps to expand an event into a bigger scale.

- a. Explain **THREE (3)** major motives to become one of the sponsors in an event. (6 marks)
- b. Explain **THREE (3)** items that Berjaya Times Square Hotel can consider as sponsor to Formula One World Championship 2016. (6 marks)

Question 4:

Michael is a Professional Event Organizer with 10 years' experience.

- a. Who are the possible suppliers and their roles that Michael will contract when he is planning for a staff rewards night in Palace of the Golden Horses? (10 marks)
- b. Relate **FIVE (5)** factors that that Michael has to take into consideration when he is doing a site inspection for the above event. (10 marks)

Question 5:

- a. Explain the importance of engaging special effects in an event. (2 marks)
- b. Propose **THREE (3)** special effects that Jenny, the event organizer can use for a product launch. (6 marks)

Question 6:

Peter is planning a proposal for a 250 pax staff annual dinner for his client.

- a. Explain how Peter develops the event objectives. (5 marks)
- b. Identify **THREE (3)** objectives for the above staff annual dinner. (3 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.

Question 1

You are the event planner for a Taylor Swift's The Red Tour Concert, which is scheduled to be held in December 2016 at Bukit Jalil National Stadium. Discuss the event stakeholders that will be involved in the event. (20 marks)

Question 2

Choose a theme for a company's customer appreciation night. How would you relate all the elements of staging to the theme? (20 marks)

END OF EXAMINATION PAPER