

**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DEV 1308 FUNDAMENTALS OF MICE**  
Semester & Year : January – April 2016  
Lecturer/Examiner : Ms. Vivien Loh  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet provided.  
PART B (40 marks) : TWO (2) essay questions. Answer ALL questions 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 : SHORT ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION : FIVE (5) Short Answer Questions. Answer ALL questions in the Answer Booklet(s) provided.**

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1. As per the data collected by the International Congress and Convention Association (ICCA), Malaysia is ranked 30th in the world as MICE destination in year 2014. Elaborate **FIVE (5)** benefits for Malaysia being a MICE destination. **(10 marks)**
  
2. a) Donald is a sales & marketing manager who works in an established wealth management organization. He would like to propose to organize an incentive trip for his sales team as a form of motivation. How can he persuade his superior that an incentive trip is a better reward than cash? **(6 marks)**  
  
b) Name **THREE (3)** difference of an incentive trip and personal trip. **(3 marks)**  
  
c) What are the **FIVE (5)** characteristic of an incentive trip? **(10 marks)**
  
3. a) Technology is an important part of planning events and meetings in this era. It is now a necessity to have technology in order to run a successful event. Explain the benefits of incorporating technology in planning an event. **(2 marks)**  
  
b) Identify and discuss **THREE (3)** types of meeting technology that are important to run an international convention in a hotel. **(6 marks)**
  
4. Danny is planning an annual oil and gas conference with gala dinner in Kuala Lumpur Convention Centre. Participants will be travelling from all over the world to attend this conference. Identify **FIVE (5)** suppliers that Danny needs to engage for the conference and provide an explanation for each supplier. **(10 marks)**
  
5. a) List **FIVE (5)** items that should appear on an exhibitor prospectus to aid potential clients in making their decision. **(5 marks)**  
  
b) State the differences between a standard booth and an island booth. **(8 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**

Green meetings or sustainable events are one of the important development in the MICE industry. Discuss why do we need to incorporate green meetings and how do we achieve them. **(20 marks)**

**Question 2**

Describe the services that a Professional Conference Organizer (PCO) can provide to reduce the client's job tasks in organizing a conference abroad. **(20 Marks)**

**END OF EXAMINATION PAPER**