



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 15 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : DEV 1310 – INTRODUCTION TO SPECIAL EVENTS
Semester & Year : January – April 2016
Lecturer/Examiner : Muhammad Hafizi b Zamri
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 3 parts:
PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (60 marks) : Answer all SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet provided.
PART C (20 marks) : Answer ONE (1) essay question. 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.

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 = 7 (Including the cover page)

**PART B: SEVEN (7) SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S):** There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Explain **FIVE (5)** roles that government agencies can support or influence the success of an event.

(10 Marks)

**Question 2**

Briefly explain how festival can help to develop and achieve a community's culture.

(10 marks)

**Question 3**

Explain **TWO (2)** advantages of using a conventional event venue and provide example.

(4 marks)

**Question 4**

a) Define fashion show.

(2 marks)

b) List out **FIVE (5)** functions of hosting a fashion show.

(5 marks)

c) Name **FOUR (4)** types of fashion show.

(4 marks)

**Question 5**

Explain **FOUR (4)** types of fund raising event.

(10 marks)

**Question 6**

Justify **FIVE (5)** important roles of an Emcee when hosting an event.

(5 marks)

**Question 7**

Identify and explain **FIVE (5)** types of entertainment that you as the Event Planner can propose to increase excitement for an event that will be attended by children and family members.

(10 marks)

**END OF PART B**

**PART C: ONE (1) essay question (20 marks)**

**INSTRUCTION: There is ONE (1) essay question. Answer the questions in the Answer Booklet provided.**

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**Question 1:**

As an Event Planner from Berjaya Times Square Shopping Mall, you are asked to create a theme for the upcoming Hari Raya promotion in July for 1 month at Ground Central and LG Concourse for the retailers to promote and sell their products. Propose a theme and discuss the roles of all the possible stakeholders involve in the event.

(20 marks)

**END OF EXAM PAPER**