

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BEV1304 INTRODUCTION TO MICE**
Semester & Year : January-April 2017
Lecturer/Examiner : Angie Tung
Duration : 3 Hours

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.

Question 1:

Explain **FIVE (5)** benefits of meetings. (10 marks)

Question 2:

Explain **THREE (3)** suppliers that a Professional Conference Organiser (PCO) will contract when there is a conference. (6 marks)

Question 3:

Meetings are divided into various types. Explain **THREE (3)** types of meetings that normally organized at convention centers. (6 marks)

Question 4:

Tourism Malaysia set up the Malaysia Convention and Exhibition Bureau (MyCEB) to promote Malaysia as a MICE destination.

- i) Explain the benefits of MICE industry to the host city. (10 marks)
- ii) Discuss the **FIVE (5)** factors that can elevate Malaysia as preferred MICE Destination. (10 marks)
- iii) Elaborate **FIVE (5)** roles that Malaysia Convention and Exhibition Bureau plays as a Destination Marketing Organization for the country. (10 marks)

Question 5:

Jennifer, a sales coordinator from Rasa Ria Shangri-La Hotel has made an appointment with a client from Sydney who wants to organize a conference. What information should Jennifer prepare in her sales kit? (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.

Question 1

Mabel is a Professional Conference Organizer (PCO). Explain the services that Mabel has to provide to a client who is planning to organize a 1000 pax Tourism Malaysia Conference in Langkawi. (20 marks)

Question 2

You have been assigned to search for a Professional Motivational Speaker for your client. This speaker will be invited to speak on a topic “Unlimited Success” at a conference with 350 delegates that largely made up of working adults. What are the guidelines to select a speaker and who would you recommend to speak at the conference? (20 marks)

END OF EXAMINATION PAPER