



## SCHOOL OF TOURISM

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **DEV1310 – INTRODUCTION TO SPECIAL EVENTS**  
 Semester & Year : January –April 2017  
 Lecturer/Examiner : Lisa Martini  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:
  - PART A (20 marks) : Answer all TWENTY (20) multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (60 marks) : Answer FIVE (5) structured type questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (20 marks) : Answer ONE (1) essay question. Answer is 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 = 7 (Including the cover page)**

**PART B: STRUCTURED TYPE QUESTIONS (60 MARKS)**  
**INSTRUCTION(S):** There are FIVE (5) structured type questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

a) Describe **FIVE (5)** factors that affect the selection of a venue. **(10 marks)**

b) Explain why a conventional venue is the most cost effective location to hold an event. **(10 marks)**

**Question 2**

Explain the reasons why we should know the protocol in a formal event. **(10 marks)**

**Question 3**

Where royalty is present at an official function, what protocol requirements need to be observed? **(10 marks)**

**Question 4**

Using **THREE (3)** types of special effects, analyze the safety issues of each. **(10 marks)**

**Question 5**

Distinguish **FIVE (5)** characteristics of a good emcee. **(10 marks)**

**END OF PART B**

**PART C:                   ESSAY QUESTION (20 MARKS)**

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

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**Question 1**

Describe the different forms of entertainment that may be included in a special event.

**(20 marks)**

**END OF EXAM PAPER**