



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1103 THE EVENT INDUSTRY**
Semester & Year : January-April 2017
Lecturer/Examiner : Angie Tung
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all FIVE (5) 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.
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: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Explain a Hallmark event by using the 5Ws of the event concept. (6 marks)

Question 2:

Analyze **THREE (3)** negative social and cultural impacts of special events on communities. (6 marks)

Question 3:

Benny, the event organizer is organizing an entertainment run for his client.

a. Select **THREE (3)** companies that can sponsor relevant products/services to support the event. (6 marks)

b. Explain the involvement of **THREE (3)** stakeholders that can influence the success of the entertainment run. (6 marks)

Question 4:

Daniel is a Professional Event Organizer with 15 years' experience who is planning for a staff appreciation dinner.

a. Describe **FIVE (5)** suppliers that Daniel can contract for the event. Support your answers with relevant justification. (10 marks)

b. Name **FIVE (5)** services that Daniel can offer to his client when he is organizing this event. (10 marks)

Question 5:

Jennifer is developing a proposal for a 500 pax product launch for her client.

a. Explain the approach that Jennifer should take in setting event objectives. (5 marks)

b. Identify **THREE (3)** objectives that is appropriate for the above event. (3 marks)

c. Propose **TWO (2)** services that Jennifer can provide to create a higher publicity of the event to her client. (4 marks)

d. Jennifer is planning to organise the event in an indoor venue, suggest **TWO (2)** special effects that Jennifer can use in the event. (4 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 have been assigned to prepare a proposal for your client, Perodua Group, who is planning for a road show to promote the new Perodua Bezza in Malaysia. As an event organizer, what are the services you would provide for the road show?

(20 marks)

Question 2

Mr and Mrs Edward are celebrating their 15th wedding anniversary scheduled to be held this December. As an event organizer, you are invited to propose a theme for the celebration. Analyze the relation of the elements of staging in regards to the theme chosen.

(20 marks)

END OF EXAMINATION PAPER