

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : January- April 2017
Lecturer/Examiner : Ms. Angie Tung
Duration : 2 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:

- a. Explain **THREE (3)** types of meetings that are usually organized in convention centers. (6 marks)
- b. Distinguish the differences between trade show and consumer show. (6 marks)

Question 2:

As a Professional Conference Organizer (PCO), you are to plan the Asian MICE Forum for your client.

- a. State and explain **FIVE(5)** possible suppliers that you need to contract. (10 marks)
- b. How can Destination Marketing organization (DMO) help you when you are planning for pre- conference activities abroad? (2 marks)

Question 3:

Compare **THREE (3)** differences between personal travel and incentive travel. (6 marks)

Question 4:

- a. Explain what is motivational speaker. (5 marks)
- b. What are the characteristics required to be a successful speaker? (5 marks)
- c. What are the advantages and disadvantages of inviting a politician to be the speaker for an event? (5 marks)

Question 5:

Malaysia is recognized as one of the countries that achieves drastic growth in MICE industry.

- a. Explain the benefits of MICE industry to the host city. (5 marks)
- b. Discuss **FIVE (5)** potentials that will elevate Malaysia to a preferred MICE Destination. (10 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

As a Professional Conference Organizer (PCO), you are planning an incentive trip this coming April for Sales division of XYZ Company in Japan. The purpose of this incentive trip is to motivate the employees who had successfully achieved their sales quota.

Recommend a destination in Malaysia for your client and discuss factors that need to be considered in destination selection for this incentive trip.

(20 marks)

Question 2

Joan, a sales manager from a convention center that practices green hospitality management has made an appointment with a client from Europe who is planning to organize an International Green Technology Conference for site inspection. Discuss the information and unique selling points that Joan can provide for her client about the convention center that she is working at.

(20 marks)

END OF EXAMINATION PAPER