

**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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

Course Code & Name : **EVE1103 The Event Industry**  
Trimester & Year : Jan- April 2018  
Lecturer/Examiner : Angie Tung  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (60 marks) : Answer all SIX (6) 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.**
- 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 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.

**Total Number of pages = 3 (Including the cover page)**

**PART A: SIX (6) SHORT ANSWER QUESTIONS (60 marks)**

**INSTRUCTION(S):** There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1:**

Explain Thaipussam as local Hallmark event by using the 5W concept. (6 marks)

**Question 2:**

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

**Question 3:**

Jessica, the event organizer is planning for an entertainment run for her client at Putrajaya.

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

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

**Question 4:**

Jolyn is helping her client to organize an annual dinner at the Traders Hotel.

a. Explain **FIVE (5)** services that Jolyn can offer to her client when she is organizing this event. (10 marks)

b. Suggest **FIVE (5)** suppliers that Jolyn can contract for the event. Support your answers with relevant justification. (10 marks)

**Question 5:**

Darlene is preparing a proposal for her client on a family day event for 150 pax.

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

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

**Question 6:**

Discuss **FOUR (4)** current issues about event industry. (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.**

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**Question 1**

You have been assigned to organize a press conference to promote the upcoming movie called Jumanji. As an event organizer, discuss the services that you would provide for the press conference. (20 marks)

**Question 2**

Iflix, an internet TV service for TV shows is celebrating a guest appreciation night on 14 February 2018, on the Valentine's Day. 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**