



Private & Confidential

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **EVE1113 Fundamentals of Business Events**
Trimester & Year : January – April 2018
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : FIVE (5) short answers. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) TWO (2) essay questions. Answer all questions in the Answer Booklet (s) provided
2. Candidates are not allowed to bring any unauthorised 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 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: **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

Selecting the right speaker for your event is a crucial. It can 'make or break' the programmes that has been planned and it also can intimidate of the attended delegates.

- a) Explain **FIVE (5)** guidelines in choosing the right speaker for business events. (10 marks)

- b) Identify **FIVE (5)** disadvantages of deciding a political figure to be a speaker in conference. (10 marks)

Question 2

By 2020, Malaysia's business events industry is expected to generate more than RM3.9bil in gross national income. Discuss **FIVE (5)** major concerns in the growth of business events in Malaysia. (10 marks)

Question 3

Describe **FIVE (5)** benefits that can be gained by the attendees who attended the Malaysia Halal Exhibition in Kuala Lumpur. (10 marks)

Question 4

Sustainable events production aims to ensure that an event is hosted responsibly. Suggest **FIVE (5)** ways to improve the sustainability of the environment during the planning of an international exhibition. (10 marks)

Question 5

Nowadays, delegates from across geographically dispersed locations can be connected by online communication tools. Clarify **FIVE (5)** disadvantages of using web conferencing during business meetings. (10 marks)

END OF PART B

PART B: ESSAY QUESTIONS (40 marks)

INSTRUCTION: There are **TWO (2)** essay questions. Answer all questions in the Answer Booklet (s) provided.

Question 1

As the Professional Conference Organizer, Bella always need to learn and update herself of the new practices especially related to organizing sustainable business events. Discuss how Bella can implement greener meetings in planning her next business events.

(20 marks)

Question 2

The business event industry has come a long way in the past several years, which variety of developments that the Professional Conference Organizers (PCO) will need to comprehend in order to maintain the competitive industry. Elaborate the trends that will affect a PCO in organizing business events in future.

(20 marks)

END OF EXAM PAPER