



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **EVE1103 THE EVENT INDUSTRY**  
Trimester & Year : January - April 2019  
Lecturer/Examiner : Aaren Pang  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. 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.
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 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 = 4 (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:**

List **SIX (6)** types of event. (6 marks)

**Question 2:**

Identify and explain **THREE (3)** categories of non-standard event venues. Give an example for each category. (6 marks)

**Question 3:**

Shah Alam City Council (MBSA) is organizing Shah Alam Car Free Day Big Walk 2019.

a. Justify **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:**

Kenny is organizing a Chinese New Year Charity Luncheon for her client who aims to raise fund for an old folk's home.

a. Propose and explain **FIVE (5)** services that Kenny can include in the event. (10 marks)

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

**Question 5:**

a. Explain the SMART method in setting event objectives. (5 marks)

b. Identify **THREE (3)** factors to consider before selecting an event theme. (3 marks)

**Question 6:**

Explain the **FOUR (4)** types of Establishment of Organizational Structure.

(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 prepare a proposal for Hennes & Mauritz (H&M), who is planning to launch a new line of male apparels. As an event organizer, discuss the services that you would provide for the launch. (20 marks)

**Question 2**

U Mobile Sdn Bhd is celebrating their Annual Dinner this April, you are 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**