

**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Trimester & Year : January - April 2019
Lecturer/Examiner : Ch'ng Chor Ban
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 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 : FIVE (5) Short Answer Questions. Answer **ALL** questions in the Answer Booklet(s) provided.

Question 1:

Describe **FIVE (5)** benefits of business events to a country. **(10 marks)**

Question 2:

As an Event Manager handling corporate clients at Pavilion Hotel Kuala Lumpur, you are required to prepare a meeting package for Luen Heng F&B Sdn Bhd.

- (a) Identify **FIVE (5)** goods or services which should be offered in a meeting package. **(5 marks)**
- (b) List **FIVE (5)** additional innovative services that can bring extra value to the client. **(5 marks)**

Question 3:

Discuss **FIVE (5)** future trends in business event. **(10 marks)**

Question 4:

- (a) State **FIVE (5)** differences between a trade show and consumer show. **(10 marks)**
- (b) Identify **FIVE (5)** characteristics of forum. **(5 marks)**

Question 5:

- (a) Name **FIVE (5)** e-ticketing platforms for events. **(5 marks)**
- (b) Explain **FIVE (5)** benefits of using e-ticketing from an organiser's perspective. **(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

International Congress and Convention Association (ICCA) Congress is the global community and knowledge hub for the international association meetings industry. Every year it selects a different country to hold its annual congress.

As the Sales Manager in Business Event from Malaysia Convention and Exhibition Bureau (MyCEB), you are going to promote Malaysia as the destination to host the congress.

To win the bid, analyse the highlights of Malaysia to present to the selection committee.

(20 marks)

Question 2

As a Professional Conference Organizer (PCO), Angustine always need to learn and update himself of the new sustainable practices related to organizing business events.

Advise Angustine on **FIVE (5)** environmentally sustainable practices and explain how these can be incorporated as future trends in his business events.

(20 marks)

END OF EXAMINATION PAPER