



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **EVE1513 INTRODUCTION TO EVENT INDUSTRY**

Trimester & Year : January – April 2019

Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : SIX (6) short answers question. 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 **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Lana is developing a proposal for a 500 pax product launch for his client. Discuss the approach that Lana can use to set the objective for this event.

(10 marks)

Question 2

To achieve event experience for the attendees depends on the uniqueness of the program and activities that being planned for the event. Explain **FIVE (5)** ways to determine the event programme.

(10 marks)

Question 3

Outline **FIVE (5)** issues that are widely discussed in the industry.

(10 marks)

Question 4

Sustainability in event management incorporates socially and environmentally responsible decision making into the planning. Discuss **FIVE (5)** ways to plan a sustainable event.

(10 marks)

Question 5

Discuss any **FIVE (5)** key stakeholders for World Cup with relevant examples to support your answer.

(10 marks)

Question 6

Explain **FIVE (5)** roles of government in hosting an event.

(10 marks)

END OF PART A

PART B: ESSAY QUESTIONS.
INSTRUCTION: There are TWO (2) essay questions. Answer all question in the Answer Booklet (s) provided.

Question 1

Salama is an event organizer with 5 years' experience in the industry. She is currently planning for an annual dinner for Kuala Lumpur City Centre (KLCC) Management. Rationalize the suppliers that Salama can contract for the event.

(20 marks)

Question 2

Whatever the nature of the event, once the theme is established, the elements of the event must be designed to fit in with the theme in order to establish the impact on the attendees. Justify the event design fundamentals that can help to produce memorable events for the attendees.

(20 marks)

END OF EXAM PAPER