

**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 : **EVE1523 SPECIAL EVENT MANAGEMENT**
Trimester & Year : January 2019 - April 2019
Lecturer/Examiner : Reuben Chen
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FIVE (5) 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: FIVE (5) 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:

Describe **FIVE (5)** characteristics of Special Events with relevant examples. **(15 marks)**

Question 2:

Identify **FOUR (4)** reasons for holding Special Events. Explain each one with examples. **(12 marks)**

Question 3:

Discuss **FOUR (4)** types of special events commonly organized in Malaysia with relevant examples. **(12 marks)**

Question 4:

Explain **FOUR (4)** common methods in which Special Events are categorized with relevant examples. **(12 marks)**

Question 5:

Identify and describe **THREE (3)** desirable traits when recruiting manpower for a special event with relevant examples. **(9 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

Hosting special events can lead to several impacts on a destination. Identify these impacts. Using a sporting event as an example, analyze and discuss how these impacts affect Malaysia as a destination.

(20 marks)

Question 2

Malaysia has hosted several mega events. Outline the steps and processes involved in organizing a mega event. Illustrate with a relevant example. **(20 marks)**

END OF EXAMINATION PAPER