



**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**  
Semester & Year : January – April 2020  
Lecturer/Examiner : Aaren Pang Kah Weng  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 1 parts:**  
**PART A (100marks) : Answer all FIVE (5) short essay questions.**

**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 ESSAY QUESTIONS (100 marks)**  
**INSTRUCTION(S): Answer all questions**

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Please read the case study to answer Question 1 and Question 2.

**Case study: Shah Alam Car Free Day event turns chaotic**

The usually calm monthly Shah Alam Car Free Day event in Dataran Kemerdekaan turned chaotic when participants of the Big Walk demanded medals although they were ineligible. Some of participants flipped tables after finishing the walk when they were informed that they were ineligible for the medals due to prior conditions set by the Shah Alam City Council (MBSA). Held in conjunction with the Car Free Day's second year anniversary, the Big Walk drew some 6,000 participants, however, MBSA had only promised 1,000 T-shirts and medals with several conditions.

The conditions were: participants with ticket numbers from one to 200 would get T-shirts but had to be collected between 6am and 6.30am. The remaining 800 T-shirts were given to participants that arrived early on the event day. However to redeem the T-shirt and "ring", they had to present an e-ticket from the JomRun app. They were also eligible for medals that were to be handed out after the event. As proof they were given "rings" during the T-shirt redemption that would be exchanged after they completed the run.

These conditions were put up on social media as well as the JomRun application that MBSA used for the first time. Things turned chaotic when some did not get the medals or the T-shirts but no untoward incidents occurred. Social media users took to social media to vent their frustration on the MBSA January Shah Alam Car Free Day 2019 events page on Facebook. Facebook user Luqman Danieyal said several participants had cut queue despite not queuing up earlier in the morning. Another user Lina Idris Jamalullail responded to Luqman's post, saying she was disappointed with the mentality of some participants who refused to line up. Facebooker Saya Red said he was disappointed that some runners allegedly provoked the crowd for not receiving medals despite MBSA's conditions. "They were stubborn and insisted they wanted the medals because they arrived first but they did they think of us who were supposed to get it. Some of them even grabbed the medals and threw it on the floor. It is free, couldn't you have followed the rules?" he said. The Shah Alam Car Free Day saw participants walking 5km around the city centre with several activity stations placed along the route. Bicycle enthusiasts even turned up to join the 5km walk. Meanwhile MBSA's community development director Asmah Mohd Zin said those who insisted on medals for finishing early were probably outsiders who were unfamiliar with the Car Free Day programme. "For the first time, we used the JomRun app, so it was open to outsiders as well. However, this is a fun run and I believe competitive runners had joined, expecting medals," she said. Asmah said the details had been clearly put on their Facebook page but believes only those familiar with their events would have known the programme format. She said the walk was a fun exercise that the entire family can participate. It is organised on the second Sunday of every month to promote a healthy lifestyle. This is the first time, such an incident has occurred she added.

JomRun meanwhile posted an official statement that some of the runners who completed the route earlier thought that they deserved to get the medal even though they did not have the "ring". "We refused to compromise as the medals should only be given to participants with the "ring"."One woman participant entered our tent, grabbed a pack of medals and threw it out to the participants who were outside the tent. Then, everyone in front of our booth flipped our tables and invaded our tent to snatch the medals," read the statement from JomRun representative Yi Hern. He said he instructed all of their crew members to leave the tent for safety, however, this meant that participants with the ring could not receive their medals. "We hereby apologise on behalf of the unacceptable behaviour of a small proportion of the participants."We will discuss with the organiser (MBSA) to see what we could do and what we could improve in the Shah Alam Car Free Day," said the statement.

*Source: Menon, 2019, Shah Alam Car Free Day event turns chaotic, Metro news, Staronline, <https://www.thestar.com.my/metro/metro-news/2019/01/13/shah-alam-car-free-day-event-turns-chaotic/>*

### **Question 1**

Identify **FIVE (5)** primary stakeholder and explain their role in the Shah Alam Car Free Day event. (10 marks)

### **Question 2**

Identify **FIVE (5)** secondary stakeholder and explain their role in Shah Alam Car Free Day event. (10 marks)

### **Question 3**

You have been assigned to prepare a proposal for a road show to promote the new Proton X70. As an event organizer, discuss the services that can be provided to support the event. (30 marks)

### **Question 4**

Coca Cola Malaysia plan to organize a year-end party for its employees. As an event organizer, you are invited to propose a theme for the celebration. Analyze the elements of staging to your proposed theme. (30 marks)

### **Question 5**

Nescafe Malaysia is hiring an event manager as the company plan to organize multiple events in 2021. Assist Nescafe Malaysia to identify the essential skills that the candidate should have as an event manager and explain why it is necessary to have those skills. (20 marks)

**END OF EXAMINATION PAPER**