

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

FINAL ASSESSMENT

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : January – April 2020
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part only:
PART A (50 marks) : FIVE (5) scenario-based questions. Answer ALL questions in the Answer Booklet provided.
2. Final Assessment will be subject to a plagiarism check as and when it is needed by the examiners.
3. Candidate will be given a self-declaration form for this course/submission to uphold the integrity of the Final Assessment.
4. Candidate will need to upload the Answer Booklet of the Final Assessment on the Course Networking.

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 = 2 (Including the cover page)

INSTRUCTIONS TO CANDIDATES

PART A : SCENARIO-BASED QUESTIONS (50 MARKS)

INSTRUCTION : FIVE (5) Scenario-Based Questions. Write ALL answers in answer booklet.

Question 1:

Determine and describe **FIVE (5)** types of meeting that an event planner can organize in a hotel. **(10 marks)**

Question 2:

As an Event Manager handling corporate clients at Gayana Eco Resort, you are required to prepare a meeting package for Tropical EcoForest Consult 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:

Explain **FIVE (5)** benefits of using e-ticketing from an organiser's perspective. **(10 marks)**

Question 4:

A "green" or sustainable meeting is designed, organised and implemented using methods that minimises negative environmental impacts and leaves a positive impact for the host community.

Discuss "Go Green" methods that can be applied when organising meeting. **(10 marks)**

Question 5:

SME CEO Forum is a national business event within Malaysia for gathering of thought leaders and business owners. Every year it selects a different state to hold its annual forum.

As the Sales Manager in Business Event from Sarawak Convention Bureau (SCB), you are going to promote Sarawak as the destination to host the forum.

To win the bid, propose the highlights of Sarawak to present to the selection committee. **(10 marks)**

END OF EXAMINATION PAPER