



**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 2021  
Lecturer/Examiner : Aaren Pang Kah Weng  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 sections:  
SECTION A (40 : TWO (2) short answer questions. Answers are to be written in the Answer marks) Booklet provided.  
SECTION B (60 : TWO (2) essay questions. Answers are to be written in the Answer Booklet marks) 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)**

**SECTION A: TWO (2) SHORT ANSWER QUESTIONS (40 marks)**

**INSTRUCTION(S): Answer all questions**

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**Case study 1**

Last year's Oktoberfest, Carlsberg Malaysia expected that around 2,000 people would attend, prices range from RM 50 – RM 300 for tickets for groups inclusive of food and drinks. MY TicketCharge Sdn Bhd in charge of the online ticketing platform. The venue pulled out off the event after one day because of the issue with staffing and other managerial and operational aspects on the opening night and due to the compliances with the licenses from government. Venue provider's statement said 'the decision to cancel the event is not based on the guest numbers nor the nature of the event but the management and operational systems and insufficient staff both in terms of number and experience. Many parties were affected such as Delta Force security services, First Ambulance and Toi Toi Services Sdn Bhd and they are seeking for refunds due to the last minute cancellation of the event.

**Question 1:**

Identify and describe **TEN (10)** stakeholders and their roles in the above case study. (20marks)

**Question 2:**

Identify and explain **TEN (10)** genres of event management. (20 marks)

**END OF SECTION A**

**SECTION B : ESSAY QUESTIONS (60 MARKS)**

**INSTRUCTIONS : TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.**

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**Question 1**

Claire is celebrating her 18th birthday. 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 2**

You have been assigned to prepare a product launch proposal for Samsung Malaysia. As an event organizer, use the **FIVE (5)** phases of Event Management. For each phase, explain the activities that should take place. (30 marks)

**END OF EXAMINATION PAPER**