



**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 : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : January - April 2021
Lecturer/Examiner : May Yuen
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A (60 : FIVE (5) short answer questions. Answers are to be written in the Answer marks) Booklet provided.
SECTION B (40 : TWO (2) essay questions. Answers are to be written in the Answer marks) Booklet 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 = 4 (Including the cover page)

SECTION A: SHORT ANSWER QUESTIONS (60 Marks)

INSTRUCTION(S): FIVE (5) Short Answer Questions. Answer ALL the questions in the Answer booklet(s) provided.

Question 1:

Top Glove, a leading rubber glove manufacturer in Malaysia is seeking a venue ahead of their annual dinner for the end of this year. As an event manager who specializes in handling corporate clients working with the Banyan Tree Kuala Lumpur, you are required to:

- a. Identify **FIVE (5)** goods or services to be included in the quotation. (5 marks)

- b. Describe with examples **TWO (2)** innovative services that can add extra value to the client in a meeting. (5 marks)

Question 2:

Malaysia has the potential to be a leading destination for events. Elaborate **FIVE (5)** benefits for Malaysia to be a business events destination. (10 marks)

Question 3:

Business events are always subject to global changes. Discuss **FIVE (5)** future trends of business event. (10 marks)

Question 4:

Identify and relate **FIVE (5)** latest technological trends used in event trends to business events. (10 marks)

Question 5:

- a. Explain **FIVE (5)** unique venues that may rent out its premises for business events. Support your answer with an example. (10 marks)

- b. Compare and contrast **FIVE (5)** differences between a trade show and consumer show. (10 marks)

END OF SECTION A

SECTION B: ESSAY QUESTIONS (40 Marks)

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

Question 1

The 22nd Annual Conference on Pediatrics 2020 is a conference targeted at physicians, nurse practitioners, nurses, and other healthcare professionals involved in the care of children with up-to-date, evidence-based clinical data in paediatrics. It is a networking event but simultaneously, highlights the crucial role played by medicine for human health. Every three years it selects a different country to hold its annual conference.

As the Sales Manager in Business Event from Malaysia Convention and Exhibition Bureau (MyCEB), you are going to promote Malaysia as the destination to host the conference. To win the bid, propose **FIVE (5)** unique selling points (USP) of Malaysia with explanations to the selection committee. (20 marks)

Question 2

As a Professional Conference Organizer (PCO), Andy always needs to learn and update himself on new sustainable practices related to organising business events.

Advise Andy on **FIVE (5)** environmentally sustainable practices and explain how these can be incorporated as future trends in his business events. (20 marks)

END OF EXAMINATION PAPER