

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

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **EVE1503 INTRODUCTION TO BUSINESS EVENTS**
Trimester & Year : January - April 2021
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part only:
PART A (100 marks) : FIVE (5) scenario-based questions. Answer ALL questions in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 = 2 (Including the cover page)

INSTRUCTIONS TO CANDIDATES

PART A : SCENARIO-BASED QUESTIONS (100 MARKS)

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

Question 1:

You are an event student seeking for internship position. Below are the questions raised by your potential employer during interview:

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

- b) Explain **FIVE (5)** benefits of meetings. **(10 marks)**

Question 2:

Malaysia is considered as one of the growing destination for Business Event industry.

Discuss **FIVE (5)** features to support the statement above with relevant examples. **(20 marks)**

Question 3:

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.

Identify and describe Go Green methods for your meeting. **(20 marks)**

Question 4

Technology is at its zenith now and it is one of the essential parts of people's day to day life. Be it in business or for homes, technology is an inevitable part. E-conference or electronic conference is one of the latest additions that has extensively helped the business owners.

As a Professional Conference Organizer (PCO), your client who runs global businesses wish to organize an e-conference. Evaluate and advice your client the advantages and disadvantages of e-conference. **(20 marks)**

Question 5

You are tasked to provide a briefing to newly on board employee who has limited relevant industry background. Identify and describe **FIVE (5)** roles and responsibilities of a Destination Management Company with relevant examples. **(20 marks)**

END OF EXAMINATION PAPER