

**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 : **EVE1513 INTRODUCTION TO EVENT INDUSTRY**
Semester & Year : May - August 2021
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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)

PART B : ESSAY QUESTIONS (40 MARKS)

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

Question 1

#GroovesWithU is a Raya Special is a virtual campaign organized by U Mobile, collaborating with Malaysian artists and businesses. There was a series of music performances streaming online through U Mobile's Instagram account for free, featuring the artistes such as Airliftz and Aina Abdul. The finale U Mobile #GroovesWithU Raya Special was a virtual concert streamed via U Mobile's Youtube channel on 30th May. The artistes were Yuna, Airliftz, Bil Musa, and more. The campaign was aimed to spread the positivity to support the local businesses and talents through this pandemic.

Turning the physical event into the virtual event needs a highly professional and can be challenging. In the meantime, it is an innovative way to keep event-goers exciting and engaged in the event.

In relation to the event above, identify the **FIVE (5)** phases of Event Management. For each phase, explain the activities that should take place to ensure successful event. **(20 marks)**

Question 2

Berjaya Golf Resort Bhd, a subsidiary of Berjaya Land Bhd has launched its latest mixed development The Tropika, at the Berjaya Property Gallery in Bukit Jalil, Kuala Lumpur on 23 February 2019. They wish to launch another project in 2022.

As an event manager, analyze **FOUR (4)** types of multimedia that is suitable for use in a physical product launch. **(20 marks)**

END OF EXAMINATION PAPER