



**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 : May – August 2022
 Lecturer/Examiner : Aaren Pang Kah Weng
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
 SECTION A (60 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
 SECTION B (40 marks) : TWO (2) essay questions. Answers are to be written in the Answer 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 = 3 (Including the cover page)

SECTION A: FOUR (4) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): Answer all questions

Question 1:

Hybrid event is a "live" and physical in-person event with both online and physical component. Business event has been adopting hybrid event during the post Covid-19 pandemic. As a Professional Conference Organizer, identify and explain **TEN (10)** stakeholders in a hybrid event. (20 marks)

Question 2:

Conferences are considered part of the Business Tourism Industry because it stimulates travel and creates a high level of demand for travel services, catering and accommodation. Identify and explain **TEN (10)** positive or negative impacts of exhibition towards a country. (20 marks)

Question 3:

You are assigned to organize a teambuilding event, identify the **FIVE (5)** phases of Event Management. Each phase, explain the activities that should take place to ensure a successful event. (10 marks)

Question 4:

Identify and explain **FIVE (5)** types of speaker/ presenter used in a business successful event. (10 marks)

END OF SECTION A

SECTION B: ESSAY QUESTIONS (40 MARKS)

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

Question 1

As a Professional Conference Organizer (PCO), Alex always needs to learn and update himself on new sustainable practices related to organizing 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)

Question 2

Starbuck Coffee Malaysia appointed you as their incentive planner. Suggest a destination in Asia and justify **SEVEN (7)** reasons for the destination selected (20 marks)

END OF EXAMINATION PAPER