Private & Confidential



# FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

#### **FINAL EXAMINATION**

Student ID (in Figures)	:														
Student ID (in Words)	:														
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Company Control (I. Norman)	•	F) /F	4543			CT! O.		- \ / - \ \	- 1815	LICTO	.,				
Course Code & Name	:	EVE1513 INTRODUCTION TO EVENT INDUSTRY													
Semester & Year	:	MAY – AUGUST 2023													
Lecturer/Examiner	:	Mohamad Imaduddin bin Zainal Abidin													
Duration	:	3 H	ours												

#### **INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:

SECTION A (60 : Answer all FOUR (4) short answer questions. Answers are to be

marks) written in the Answer Booklet provided.

SECTION B (40 : Answer TWO (2) essay questions. Answers are to be written in the

marks) 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 = 3 (Including the cover page)** 

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

INSTRUCTION(S): There are FOUR (4) short answer questions. Answer all questions in the

Answer Booklet(s) provided.

## Question 1:

Identify any **TEN (10)** main concerns of staging as suggested by Allen et al. (2011) suggestion.

(10 marks)

## Question 2:

Lighting can be the key of success to any event. Explain **THREE (3)** types of lighting and the importance inutilizing appropriate lighting in a concert.

(15 marks)

## Question 3:

Classify **FIVE (5)** steps on how to control stakeholders in event management with relevant example. (15 marks)

## Question 4:

You are developing a proposal for an Annual General Meeting for an estimated number of 600 pax. Define the **S.M.A.R.T.** criteria and develop objective(s) for this event using these criteria.

(20 marks)

SECTION B : ESSAY QUESTIONS (40 MARKS)

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

Booklet(s) provided.

#### Question 1

Event planning is a crucial piece of the puzzle when it comes to hosting a successful gathering, whether it's a corporate affair, a social soiree, or a beloved personal celebration. The key to unlocking an unforgettable event lies in the meticulous planning and flawless execution of every detail. From the venue selection to the decorations, everything matters, and it takes a lot of hard work, time, and resources to bring it all together. But when event organizer sees the guests having the time of their lives, basking in the joy and excitement of the moment, all the sweat and tears become worth it.

a) Based on the above statement, construct **FIVE (5)** phases of organizing an event with appropriate example.

(20 marks)

## Question 2

Events are gatherings or occasions that bring people together for a specific purpose. They can range from a small gathering of friends to a large-scale international conference. Events can be classified into various types based on their purpose, size, and audience. Describe any **FOUR (4)** types of events with two relevant example each.

(20 marks)