



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **EVE1103 The Event Industry**
Semester & Year : May - August 2023
Lecturer/Examiner : Mohamad Imaduddin Bin Zainal Abidin
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A (60 : FIVE (5) short answer questions. Answer ALL questions in the Answer marks) Booklet provided.
SECTION B (40 : TWO (2) essay questions. Answer ALL questions in the Answer Booklet marks) 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 : FIVE (5) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION : Answer all questions.

Question 1:

Identify **FIVE (5)** types of event management. (10 marks)

Question 2:

Identify and explain **FIVE (5)** responsibility of an Event Manager. (10 marks)

Question 3:

List and explain **FIVE (5)** phases of event planning. (20 marks)

Question 4:

Explain **FIVE (5)** characteristic of Primary and Secondary stakeholders in event industry. Support your answer with an example for each stakeholder's categories. (10 marks)

Question 5:

Multi-organizational/ network structure is a type of the organizational structures in event management.

a. Explain multi-organizational/ network structure. (4 marks)

b. Distinguish the advantages and limitations of this structure. (6 marks)

END OF SECTION A

SECTION B : ESSAY QUESTION (40 marks)

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

Question 1

Mr. Anthony are celebrating his 65th birthday party this December. As an event organizer, you are invited to propose a theme for the celebration. Analyze the elements of staging to your proposed theme. (20 marks)

Question 2

You have been assigned to prepare a proposal to promote the new iPhone 13 Pro Max. As an event organizer, discuss the services that can be provided to support the event. (20 marks)

END OF EXAMINATION PAPER