



**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 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 marks) : FIVE (5) 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: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): Answer all questions

Question 1:

As an event organizer, event planning is crucial factors in order to ensure the successful of the event. Event manager should aware with the planning constraints that might lead to the failure of the event.

- (a) Identify any **FIVE (5)** planning constraints. (5 marks)
- (b) List **FIVE (5)** advantages of choosing Hotel as meeting venue. (5 marks)

Question 2:

Malaysia has the potential to be a leading destination for business events because there are lots of industry stakeholders partner. State any **TEN (10)** potential industry stakeholders might involve in the business events.

(10 marks)

Question 3:

Professional conference organizer, professional congress organizer (PCO) or conference company is a company which specializes in the organization and management of congresses, conferences, seminars and similar events. Describe any **FIVE (5)** roles of PCO with relevant explanation.

(10 marks)

Question 4:

Identify and relate **FIVE (5)** latest technological trends used in event trends to business events.

(10 marks)

Question 5:

- (a) Explain **FIVE (5)** unique venues that may rent out its premises for business events. Support your answer with an example. (10 marks)
- (b) Compare and contrast **FIVE (5)** differences between a trade show and consumer show. (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

24th Annual Conference on Pediatrics 2022 is the conference provide physicians, nurse practitioners, nurses, and other healthcare professionals involved in the care of children with up-to-date, evidence-based clinical data in pediatrics and networking event but simultaneously highlights the crucial role played by medicine for human health.

As the Sales Manager in Business Event from Malaysia Convention & Exhibition Bureau (MYCEB), you are going to list down any potential speakers for the conference. Describe **FIVE (5)** steps finding the right speakers for conference.

(20 marks)

Question 2

As an event organizer, you are assigned to prepare a virtual meeting for Huawei Malaysia. Suggest **FOUR (4)** technologies required in the virtual meeting.

(20 marks)

END OF EXAMINATION PAPER