

**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BEV1304 INTRODUCTION TO MICE**  
Semester & Year : May- August 2016  
Lecturer/Examiner : Angie Tung  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet provided.  
PART B (40 marks) : TWO (2) essay questions. Answer ALL questions in the 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 of Hospitality 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 of Hospitality.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION :** FIVE (5) Short Answer Questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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**Question 1:**

Distinguish **TWO (2)** differences between a symposium and a workshop and justify with an example each. (6 marks)

**Question 2:**

As a Professional Conference Organizer (PCO), you are to plan the Asian MICE Forum for your client at Kuala Lumpur Convention Center.

- a. State and explain **FIVE(5)** possible suppliers that you need to contract. (10 marks)
- b. Suggest **FIVE (5)** pre and post conference activities that delegates can take part during their visit here. (10 marks)

**Question 3:**

Exhibition is one of the business events that bring in revenue for the country.

- a. Elaborate **FIVE (5)** benefits to exhibitors when they join an exhibition. (10 marks)
- b. Explain **THREE (3)** benefits to attendees who visit the exhibition. (6 marks)

**Question 4:**

Discuss **FOUR (4)** differences between familiarization trip and site inspection. (8 marks)

**Question 5:**

Malaysia is recognized as one of the countries that achieves drastic growth in MICE industry. Discuss **FIVE (5)** potential factors that shape Malaysia into a preferred MICE Destination. (10 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (40 MARKS)**

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

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**Question 1**

Joseph is organizing an International Achiever Congress with 1,500 expected delegates.

Predict the possible mistakes that he might make that will impact the flow of the congress.

(20 marks)

**Question 2**

Joan, a professional Conferences Organizer (PCO) is organizing the World Communication Forum for her client and she is searching for a suitable meeting venue. As a sales manager for a convention center, propose why Joan should select your venue for this coming event.

(20 marks)

**END OF EXAMINATION PAPER**