

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1113 Fundamental of Business Events**
Semester & Year : May- August 2016
Lecturer/Examiner : Angie Tung
Duration : 2 Hours

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.

Question 1:

- a. Explain **THREE (3)** types of meetings that are usually organized in convention centers. (6 marks)
- b. Compare the differences between trade show and consumer show. (8 marks)

Question 2:

- a. Identify **FIVE (5)** benefits for George, a Professional Conference Organizer (PCO) to organize an international congress in Shangri la hotel, Kuala Lumpur. (5 marks)
- b. State and explain **FIVE (5)** possible suppliers that PCO needs to contract. (10 marks)
- c. Suggest **THREE (3)** services that Destination Marketing Organization (DMO) will be able to provide for George in order to make it a successful event? (3 marks)

Question 3:

Distinguish **THREE (3)** differences between personal travel and incentive travel. (6 marks)

Question 4:

- a. Compare **THREE (3)** differences between professional speaker and motivational speaker. (6 marks)
- b. As a Professional Conference Organiser, how do you identify a successful speaker? (5 marks)
- c. "It is not advisable to invite a politician as a speaker for an event". State **THREE (3)** reasons to support the statement above. (3 marks)

Question 5:

Identify **FOUR (4)** additional innovative services that a venue provider can offer to a Professional Conference Organiser during a site inspection. (8 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.

Question 1

Malaysia has been recognized as one of the countries that achieves drastic growth in business event industry. Discuss the potential factors that shape Malaysia into a preferred business event destination.

(20 marks)

Question 2

Johnny, the Director of Human Resource is trying to convince his superior to organize incentive trip. Analyze how incentive trip would work in improving the growth of the organization.

(20 marks)

END OF EXAMINATION PAPER