



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BEV1306 – INTRODUCTION TO EVENT INDUSTRY**
 Semester & Year : May – August 2017
 Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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: SEVEN (7) SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Distinguish with example **TWO (2)** classifications of event stakeholders.

(4 marks)

Question 2:

Describe **THREE (3)** types of host organizations in events.

(6 marks)

Question 3:

Briefly discuss **FIVE (5)** phases of event organization.

(10 marks)

Question 4:

Elaborate **FIVE (5)** elements of choosing a venue for international conference.

(10 marks)

Question 5:

Explain **FIVE (5)** purposes of using lights in event.

(10 marks)

Question 6:

Describe **FIVE (5)** characteristics of event management.

(10 marks)

Question 7:

Explain SMART objectives in event.

(10 marks)

END OF PART A

PART B: TWO (2) essay questions (40 marks)

INSTRUCTION: There are TWO (2) essay questions. Answer the question in the Answer Booklet (s) provided.

Question 1:

The Langkawi International Maritime & Aerospace Exhibition (LIMA) is the largest show of its kind within the Asia Pacific region. The impressive list of international exhibitors and suppliers is more than matched by the supportive presence of industry elites, which range from senior Government officials, and military and civil delegates, to industry movers. Analyze the role of the Ministry of Defense in organizing this event.

(20 marks)

Question 2:

June is planning to have a themed wedding. Justify features that June needs to consider in deciding a theme for her wedding.

(20 marks)

END OF EXAM PAPER