



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1103 THE EVENT INDUSTRY**
Semester & Year : May-August 2017
Lecturer/Examiner : Angie Tung
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
PART A (60 marks) : Answer all SIX (6) 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.
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: SIX (6) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Explain a corporate event by using the 5Ws of the event concept. (6 marks)

Question 2:

Analyze **THREE (3)** positive social and cultural impacts of special events on communities. (6 marks)

Question 3:

Benny, the event organizer is planning for a marathon for his client at Sepang Circuit.

a. Select **THREE (3)** companies that can sponsor relevant products or services to support the event. (6 marks)

b. Explain the involvement of **THREE (3)** stakeholders that can influence the success of the run. (6 marks)

Question 4:

Jasmin is organizing a charity gala dinner for her client who aims to raise fund for an old folk's home.

a. Explain **FIVE (5)** services that Jasmin can offer to her client when she is organizing this event. (10 marks)

b. Suggest **FIVE (5)** suppliers that Jasmin can contract for the event. Support your answers with relevant justification. (10 marks)

Question 5:

Sharlene is developing a proposal for a 120 pax media night for her client.

a. Explain the approach that Sharlene should take in setting event objectives. (5 marks)

b. Identify **THREE (3)** objectives that are appropriate for the above event. (3 marks)

Question 6:

Discuss **FOUR (4)** current issues about event industry. (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

You have been assigned to prepare a proposal for Sephora, who is planning for a product launch for *Benefits*, a new brand in the cosmetic line. As an event organizer, discuss the services that you would provide for the product launch.

(20 marks)

Question 2

LAZADA Malaysia is celebrating their 5th year anniversary this December and as an event organizer, you are invited to propose a theme for the celebration. Analyze the relation of the elements of staging in regards to the theme chosen.

(20 marks)

END OF EXAMINATION PAPER