

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : May 2017 – August 2017
Lecturer/Examiner : Mr. Aqmal Fikri
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : SEVEN (7) 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 = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION : SEVEN (7) Short Answer Questions. Answer ALL questions in the Answer Booklet(s) provided.

1. As per the data collected by the International Congress and Convention Association (ICCA), Malaysia is ranked 35th in the world as business events destination in the year 2015. Elaborate **FIVE (5)** benefits for Malaysia being a business events destination. **(10 marks)**

2. a) Donald is a sales and marketing manager who works in an established wealth management organization. He would like to propose and organize an incentive trip for his sales team as a form of motivation. How can he persuade his superior that an incentive trip is a better reward than cash? **(6 marks)**

b) State **THREE (3)** features of an incentive trip. **(3 marks)**

c) List down **FIVE (5)** characteristic of an incentive trip. **(5 marks)**

3. a) Technology is an important part of planning events and meetings in this era. It is now a necessity to have technology in order to run a successful event. Explain the benefits of incorporating technology in planning an event. **(2 marks)**

b) Identify and discuss **THREE (3)** types of meeting technology that are important to run an international convention in a hotel. **(6 marks)**

4. State **FOUR (4)** differences between a trade show and consumer show. **(8 marks)**

5. a) List **FOUR (4)** items that should appear on an exhibitor prospectus to aid potential clients in making their decision to participate. **(4 marks)**

b) Describe **FOUR (4)** differences between a standard booth and an island booth. **(8 marks)**

6. The key to a successful event is to plan well in advance. Explain **THREE (3)** steps in planning a conference for 500 delegates. **(6 marks)**
7. Discuss **TWO (2)** ways that organization can save cost through the implementation of green practices. **(2 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

Speakers play a very important role in affecting the success of a conference. Discuss the guidelines and characteristics that would help to select a good speaker for a conference.

(20 marks)

QUESTION 2

Describe the services that a Professional Conference Organizer (PCO) can provide to reduce the client's job tasks in organizing a conference abroad.

(20 Marks)

END OF EXAMINATION PAPER