



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in words) :

Course Code & Name : **EVE1103 The Event Industry**
 Trimester & Year : May - August 2018
 Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
 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 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.

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:

Clarify **FIVE (5)** characteristic of event.

(10 marks)

Question 2:

Analyze **FIVE (5)** types of event genre.

(10 marks)

Question 3:

Olympic games and World Cup often use to refer as mega events. Identify **FIVE (5)** features of mega event.

(10 marks)

Question 4:

Elaborate **FIVE (5)** positive tourism impacts on Malaysia as the host for Langkawi International Maritime and Aerospace (LIMA).

(10 marks)

Question 5:

Fashion shows are events put up by fashion designers or fashion houses every season.

a) Outline **TWO (2)** main purposes of conducting fashion show.

(4 marks)

b) Explain **THREE (3)** types of multimedia production that can be used in fashion show.

(6 marks)

Question 6:

Describe **FIVE (5)** purposes of using lighting during events.

(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.

Question 1

Event planners must constantly keep up with new changing trends. Discuss the current trends that the event planners should utilize to create spectacular event experiences.

(20 marks)

Question 2

Event sustainability should start at the beginning of the project, and should involve all the stakeholders. Justify the methods of practicing environmental sustainability that can be implemented by an event manager.

(20 marks)

END OF EXAMINATION PAPER