

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1113 Fundamentals Of Business Events**
Trimester & Year : May-August 2018
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 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 : 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. Distinguish the differences between trade show and consumer show. (8 marks)

Question 2:

State and explain **FIVE(5)** possible suppliers that you need to contract when you are planning for the Asia Achiever Congress. (10 marks)

Question 3:

Describe the key differences between destination management companies, professional congress organizers, and destination management companies. (6 marks)

Question 4:

- a. Describe motivational speaker. (5 marks)
- b. Identify the characteristics required to be a successful speaker. (5 marks)
- c. Outline the advantages and disadvantages of inviting a politician to be the speaker for an event. (5 marks)

Question 5:

Malaysia is recognized as one of the countries that achieves drastic growth in MICE industry.

- a. Explain the benefits of MICE industry to the host city. (5 marks)
- b. Discuss **FIVE (5)** potentials that will elevate Malaysia to a preferred MICE Destination. (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

As a Professional Conference Organizer (PCO), you are planning an incentive trip this coming December for Health and Living, a direct selling company originated from USA. There will be agents coming from USA, Singapore and Thailand. The purpose of this incentive trip is to motivate the agents who had successfully achieved their sales quota.

Discuss the factors that need to be considered in destination selection for this incentive trip.
(20 marks)

Question 2

In business event industry, meeting planners use different types of technology to enhance meeting experience. Explain the use of technology before, during and after the meeting.
(20 marks)

END OF EXAMINATION PAPER