



FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in words) : \_\_\_\_\_  
\_\_\_\_\_

Course Code & Name : **EVE1103 THE EVENT INDUSTRY**  
Trimester & Year : May - August 2019  
Lecturer/Examiner : Aaren Pang  
Duration : 2 Hours

---

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer all FIVE (5) 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: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)**

**INSTRUCTION(S):** There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

---

**Question 1:**

List **EIGHT (8)** types of event.

(8 marks)

**Question 2:**

Select **FIVE (5)** types of events from the list in Question 1. Describe the characteristics of each event type and illustrate your answer with examples.

(10 marks)

**Question 3:**

Identify the **FOUR (4)** phases of Event Management. For each phase, explain the activities that should take place to ensure successful event.

(8 marks)

**Question 4:**

Danny is an event manager who works with an international event company.

a) Describe **FOUR (4)** desired attribute of an event manager (8 marks)

b) Elaborate **FIVE (5)** services that Danny can provide for a product launching event. (10 marks)

c) Identify **THREE (3)** suppliers that Danny has to contract for the product launch. Explain each of their roles clearly. (6 marks)

**Question 5:**

Multi-organizational or network structure is a common type of the organizational structures in event management organization.

a) Explain multi-organizational/ network structure. (4 marks)

b) Distinguish the advantages and limitations of this structure. (6 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 an Event Organizer, you are assigned to prepare a proposal for an Annual Dinner for Nike Malaysia . The main objective of this Annual Dinner is to appreciate the contribution of the employees. Construct a proposal for this annual dinner that includes a theme and all the elements revolved around the theme. (20 marks)

**Question 2**

L'oreal is launching their new series of lipstick. As an event planner, justify the services that need to be provided to make a successful product launch. (20 marks)

**END OF EXAMINATION PAPER**