

**FACULTY OF HOSPITALITY & TOURISM
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 2019
Lecturer/Examiner : Ch'ng Chor Ban
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) Determine and describe **FIVE (5)** types of meeting that an event planner can organize in a hotel. **(10 marks)**

- b) State **FIVE (5)** benefits of meetings. **(5 marks)**

Question 2:

Malaysia is considered as one of the growing destination for Business Event industry. Discuss **FIVE (5)** features to support the statement above. **(10 marks)**

Question 3:

- a) Identify **FIVE (5)** reasons why event planners prefer to host their event in hotel rather than other venue. **(5 marks)**

- b) Name **FIVE (5)** unique venues where business event is not its main function. **(5 marks)**

- c) Identify **FIVE (5)** reasons why convention centers are still popular venues to hold a meeting. **(5 marks)**

Question 4:

Describe **FIVE (5)** future trends in business event. **(10 marks)**

Question 5:

A webinar is an online meeting that combines some kind of educational presentation or training on the Internet. Explain **FIVE (5)** drawbacks of using webinar. **(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

A “green” or sustainable meeting is designed, organised and implemented using methods that minimises negative environmental impacts and leaves a positive impact for the host community.

Discuss “Go Green” methods that can be applied when organising meeting. **(20 marks)**

Question 2

Technology is at its zenith now and it is one of the essential parts of people's day to day life. Be it in business or for homes, technology is an inevitable part. E-conference or electronic conference is one of the latest additions that has extensively helped the business owners.

As a Professional Conference Organizer (PCO), your client who runs global businesses wish to organize an e-conference. Analyse and evaluate the advantages and disadvantages of e-conference to advise your client. **(20 marks)**

END OF EXAMINATION PAPER