

**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **EVE1503 INTRODUCTION TO BUSINESS EVENTS**
Trimester & Year : May - September 2020
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 1 part only:
PART A (100 marks) : FIVE (5) scenario-based questions. Answer ALL questions in the Answer Booklet provided.**
- 2. Final Assessment will be subject to a plagiarism check as and when it is needed by the examiners.**
- 3. Candidate will be given a self-declaration form for this course/submission to uphold the integrity of the Final Assessment.**
- 4. Candidate will need to upload the Answer Booklet of the Final Assessment on the Course Networking.**

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 = 2 (Including the cover page)

INSTRUCTIONS TO CANDIDATES

PART A : SCENARIO-BASED QUESTIONS (100 marks)

INSTRUCTION : FIVE (5) Scenario-Based Questions. Write ALL answers in answer booklet.

Question 1:

You are invited to be a guest speaker for freshman year event students' forum. As a Conventions Manager from Asian Overland Services (AOS) Conventions and Events, describe **FIVE (5)** benefits of business events to a country with examples. **(20 marks)**

Question 2:

As an Event Manager handling corporate and association clients at ibis Kuala Lumpur City Centre, you are required to prepare an annual general meeting for the Malaysian Food and Beverage Executives Association. List and relate **FIVE (5)** additional innovative services that can bring extra value to the client. **(10 marks)**

Question 3:

(a) Compare and contrast **FIVE (5)** differences between a trade show and consumer show. **(10 marks)**

(b) Identify **FIVE (5)** characteristics of forum. **(5 marks)**

(c) Identify and explain **FIVE (5)** types of corporate events commonly organised globally with examples. **(15 marks)**

Question 4:

International Congress and Convention Association (ICCA) Conference is the global community and knowledge hub for the international association meetings industry. Every year it selects a different country to hold its annual conference.

As the Sales Manager in Business Event from Sarawak Convention Bureau, you are going to promote Sarawak as the destination to host the conference.

To win the bid, analyse the highlights of Sarawak to present to the selection committee.

(20 marks)

Question 5:

As a Professional Conference Organizer (PCO), Colby always need to learn and update himself of the new sustainable practices related to organizing business events.

Advise Colby e on **FIVE (5)** environmentally sustainable practices and explain how these can be incorporated as future trends in his business events. **(20 marks)**

END OF EXAMINATION PAPER