



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BEV1308 Special Event Management**  
 Semester & Year : September - December 2016  
 Lecturer/Examiner : Liyana Shamimi Mohamed Kamil  
 Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
 PART A (60 marks) : Answer all SEVEN (7) 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 of Hospitality 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 of Hospitality.

**Total Number of pages = 3 (Including the cover page)**

**PART A: SHORT ANSWER QUESTIONS (60 MARKS)**  
**INSTRUCTION(S):** There are **SEVEN (7)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

a) Describe "SWOT". (4 marks)

b) Conduct a SWOT analysis for Kuala Lumpur Convention Centre as a venue for a launching event. (4 marks)

**Question 2**

Explain **FIVE (5)** elements to consider in selecting a venue to conduct an exhibition. (10 marks)

**Question 3**

Elaborate **THREE (3)** venue selection guidelines and provide **ONE (1)** example of each. (9 marks)

**Question 4**

Describe **FIVE (5)** reasons for having entertainment in a launching event. (10 marks)

**Question 5**

Identify **FIVE (5)** components that help to develop a community's culture through festivals. (5 marks)

**Question 6**

Describe **FIVE (5)** types of auctions. (10 marks)

**Question 7**

Discuss **FOUR (4)** ways that can help an event manager to control the stakeholders when managing a cultural event. (8 marks)

**END OF PART A**

**PART B:**

**ESSAY QUESTIONS**

**(40 MARKS)**

**INSTRUCTION(S):**

**There are TWO (2) essay questions. You are required to ALL questions in the Answer Booklet(s) provided.**

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**Question 1**

Social and cultural impact caused by events is the consequences that become apparent in the form of immediate and noticeable changes in the public. Discuss the negative social and cultural impacts towards the local community and justify with example.

(20 marks)

**Question 2**

Discuss the importance of sport event in terms of its contribution to the Malaysia event industry.

(20 marks)

**END OF EXAM PAPER**