



## SCHOOL OF TOURISM

### FINAL EXAMINATION

Student ID (in Figures) : 

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

Subject Code & Name : **BEV2303 – Event Stakeholder Behaviour**  
 Semester & Year : September – December 2016  
 Lecturer/Examiner : Mr. Aqmal Fikri  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:  
     PART A (60 marks) : SIX (6) Short answer questions. Please answer all questions.  
     PART B (40 marks) : TWO (2) Essay questions.
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) : Answer ALL questions in the answer booklet provided**

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### **QUESTION 1**

Based on your understanding,

- a) What is the definition of stakeholder? (4 Marks)
- b) Relate your answer with an example of stakeholder in any events / festivals. (6 Marks)

### **QUESTION 2**

In your opinion, discuss what makes each stakeholder's objectives differ than the others. (10 marks)

### **QUESTION 3**

Discuss the advantages of inviting international entertainment artists to Malaysia in the context of tourism industry. (10 marks)

### **QUESTION 4**

Briefly elaborate the benefits of effective stakeholder involvement in any events or festivals. (10 marks)

### **QUESTION 5**

Clarify the key responsibilities of Primary Stakeholders in order to ensure the success of an event that they involve in. (10 marks)

### **QUESTION 6**

Elaborate the example of impacts on the involuntary stakeholders based on an event held recently. (10 marks)

**-End of Part A-**

**Part B** : **ESSAY QUESTIONS (40 MARKS).**

**Instruction(s)** : **Answer the question in the answer booklet provided**

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### **QUESTION 1**

Collaborative planning has been defined as a collective process for resolving conflicts and advancing shared visions involving a set of diverse stakeholders (Gray, 1989). Jamal and Getz (1995: 188) describe collaborative planning in a tourism context as a process of joint decision-making among autonomous, key stakeholder to resolve planning problem and/or to manage issues related to the planning and development.

Based on the above statement, discuss the relationship between **COLLABORATION** and the level of **SUCCESSFULNESS** in a tourism event. (20 marks)

### **QUESTION 2**

Though festival management reproduces generic concepts and methods of event management, it has been recognized as a distinct sub-field (Andersson and Getz, 2008). Among those who suggest treating festivals as a sub-group, *Getz et al. (2010)* noted that many festivals are focused on traditional community celebrations or on cultural and special themed celebrations. (Prasenza, locca; 2012)

Based on the above statement, describe the importance of Edinburgh Festival towards the culture of Scotland. (20 marks)

**-THE END -**