

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1103 The Event Industry**
Semester & Year : September – December 2016
Lecturer/Examiner : Angie Tung
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 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 : FIVE (5) Short Answer Questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1:

Thaipussam is categorized as one of the famous Hallmark events in Malaysia. How do you relate Thaipussam to Hallmark event? (10 marks)

Question 2:

Sephora is going to launch a brand new series of cosmetic products at Suria KLCC in December 2016.

- a. Explain corporate product launching. (2 marks)
- b. Suggest **ONE(1)** idea that will gain media attention during the launching. (2 marks)
- c. As an Event Manager, explain **FIVE (5)** services that you can provide to your client, Sephora in planning the launch. (10 marks)

Question 3:

Jennifer, a professional wedding planner is going to organize a wedding dinner at Le Meridian Hotel. Identify **FOUR (4)** suppliers and their roles that she will contract for the event. (8 marks)

Question 4:

Jessica is an event organizer who is planning Great Eastern Top Achievers Awards Night for her client.

- a. Draw a diagram of the stakeholders involved in the event. (6 marks)
- b. Explain the roles and goals of the stakeholders involved referring to the diagram you have drawn. (12 marks)

Question 5:

Elaborate **FIVE (5)** negative social impacts of special events on communities. (10 marks)

END OF PART A

PART B : ESSAY QUESTION (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 a regional themed party for your client, Digi Sdn.Bhd. The main objective of this themed party is to show appreciation to 500 sales staff who worked very hard this year. The proposal will have to include a theme and all the elements revolved around the theme.

(20 marks)

Question 2

Genting Group is organizing a staff appreciation night. As an event planner, what are the services you can provide to make it a memorable event for all the staff?

(20 marks)

END OF EXAMINATION PAPER