

SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1113 Fundamentals Of Business Events**
Semester & Year : September - December 2016
Lecturer/Examiner : Ms. Vivien Loh
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.

1. a) What is the definition of Business Events? **(1 mark)**

b) Explain **FOUR (4)** segments involve in Business Events. **(8 marks)**

c) Most organizations send their employees to attend seminars. List **FIVE (5)** benefits that organizations and the employees gain from attending such event. **(5 marks)**

2. State and explain **FOUR (4)** types of venue that an event planner can use to organise Business Events. **(12 marks)**

3. a) Define the acronyms below: **(2 marks)**
 - i) PCO
 - ii) DMOb) Discuss **FOUR (4)** different roles that PCO and DMO play in securing an international conference? **(8 marks)**

4. Danny is planning a medical conference and gala dinner for National Kidney Foundation.

a) Explain **FIVE (5)** types of speaker that he can consider for the event above. **(10 marks)**

b) Identify **FOUR (4)** suppliers that Danny need to engage and provide an explanation for each supplier identified. **(8 marks)**

5. List down **THREE (3)** advantages and disadvantages of holding conferences in Convention Center. **(6 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

Food and Hotel Penang 2016 is an international trade show. Invitation is only extended to professionals working in the Food and Hotel industry. Discuss the benefits of this trade show to exhibitors and visitors. **(20 marks)**

Question 2

Green meetings or sustainable events are one of the important developments in the Business Events industry. Discuss why do we need to incorporate green meetings and how do we achieve them. **(20 marks)**

END OF EXAMINATION PAPER