



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BEV1304 – Introduction To MICE**
 Semester & Year : September – December 2017
 Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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: SEVEN (7) SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Describe **TWO (2)** types of conventions.

(4 marks)

Question 2:

Describe **THREE (3)** frequencies of meetings that often occurred.

(6 marks)

Question 3:

Briefly discuss **FIVE (5)** advantages of holding a conference at convention centers.

(10 marks)

Question 4:

Discuss **FIVE (5)** elements of choosing a suitable venue to host the Langkawi International Maritime and Aerospace Exhibition (LIMA) 2017 event.

(10 marks)

Question 5:

Explain **FIVE (5)** responsibilities of a trade show manager in organizing an exhibition.

(10 marks)

Question 6:

Describe **FIVE (5)** roles of MyCEB in promoting Malaysia as business events destination internationally.

(10 marks)

Question 7:

Elaborate **FIVE (5)** disadvantages of using web conferencing.

(10 marks)

END OF PART A

PART B: TWO (2) essay questions (40 marks)

INSTRUCTION: There are TWO (2) essay questions. Answer the question in the Answer Booklet (s) provided.

Question 1:

There will be a talk regarding “International Business Trade Markets in Malaysia” and your client wants you to invite the Trade Minister to give a keynote speech during the event. Evaluate the disadvantages of choosing a minister as a speaker.

(20 marks)

Question 2:

Daniel is planning to host a motivational talk for college and university students across the Klang Valley. Discuss how Daniel can plan a smooth registration for the talk.

(20 marks)

END OF EXAM PAPER