



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 15 empty boxes]

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

Subject Code & Name : BEV1306 – INTRODUCTION TO EVENT INDUSTRY
Semester & Year : September - December 2017
Lecturer/Examiner : Aqmal Fikri
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... PART B (40 marks) : Answer TWO (2) essay questions...
2. Candidates are not allowed to bring any unauthorized materials...
3. This question paper must be submitted along with all used and/or unused rough papers...
4. Only ballpoint pens are allowed to be used in answering the questions...

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...

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.

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**Question 1:**

Differentiate **FOUR (4)** different type of stages used in an event. (8 Marks)

**Question 2:**

Identify **TWO (2)** type of candleholders used in an event. (2 Marks)

**Question 3:**

Briefly discuss **FIVE (5)** phases of event organization. (10 marks)

**Question 4:**

- a) Discuss the role of Music Authors' Copyright Protection (MACP) Berhad. (4 marks)
- b) Elaborate **THREE (3)** types of license issued by MACP. (6 marks)

**Question 5:**

Explain **FIVE (5)** purposes of using lights in event. (10 marks)

**Question 6:**

Describe **FIVE (5)** Safety Guide in Handling Pyrotechnic. (10 marks)

**Question 7:**

Explain SMART objectives in event. (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.**

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**Question 1:**

The Langkawi International Maritime & Aerospace Exhibition (LIMA) is the largest show of its kind within the Asia Pacific region. The impressive list of international exhibitors and suppliers is more than matched by the supportive presence of industry elites, which range from senior Government officials, and military and civil delegates, to industry movers. Analyze the role of the primary stakeholder in organizing this event. (20 marks)

**Question 2:**

Investigate the impact of Business event industry to the socio-economy development of Malaysia.

(20 marks)

**END OF EXAM PAPER**