



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **EVE1103 The Event Industry**  
Semester & Year : September - December 2017  
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer all SIX (6) 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.
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: SIX (6) SHORT ANSWER QUESTIONS (60 marks)**

**INSTRUCTION(S):** There are SIX (6) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1:**

Explain **FIVE (5)** purpose of organizing events.

(10 marks)

**Question 2:**

Describe **FIVE (5)** required skills to become an Event Producer.

(10 marks)

**Question 3:**

Discuss **FIVE (5)** services that you can provide for the launch of H&M Beauty Collection.

(10 marks)

**Question 4:**

Elaborate **FIVE (5)** positive political impacts on Malaysia as the host for SEA Games 2017.

(10 marks)

**Question 5:**



a) Name and define the above organizational structure.

(2 marks)

b) Analyze the limitations on the above mentioned organizational structure.

(8 marks)

**Question 6:**

Explain **FIVE (5)** purposes of Malaysia International Trade and Exhibition Center (MITEC) to conduct site tour for visits.

(10 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.**

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**Question 1**

One of the critical parts of event management is choosing the right event venue. Discuss the elements of choosing the right venue for an exhibition.

(20 marks)

**Question 2**

Anita is an event organizer that is contracting a caterer for a wedding ceremony in December. Elaborate the issues that may arise in determining the menu for the event.

(20 marks)

**END OF EXAMINATION PAPER**