

**SCHOOL OF TOURISM****FINAL EXAMINATION**

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Subject Code & Name : **EVE1113 – FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : September - December 2017
Lecturer/Examiner : Ms. Lisa Martini
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer SIX (6) structure type 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 exceptions 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: STRUCTURE TYPE QUESTIONS (60 MARKS)

INSTRUCTION(S): There are SIX (6) structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Describe the **FOUR (4)** market segments of the business events industry.

(10 marks)

Question 2

Analyze **FIVE (5)** benefits of business events to a country.

(10 marks)

Question 3

Describe **FIVE (5)** differences between conferences and conventions.

(10 marks)

Question 4

Describe the job function of a Professional Conference Organiser (PCO).

(10 marks)

Question 5

Analyze why convention centers is still a popular venue to hold a meeting.

(10 marks)

Question 6

Describe **FIVE (5)** unique venues that may rent out its premises as a meeting venue.

(10 marks)

END OF PART A

PART B: ESSAY QUESTIONS (40 MARKS)

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

Question 1

If you are required to promote Malaysia as a business events destination, what good factors about the country would you say to a group of businessmen from another country?

(20 marks)

Question 2

Analyze what a green meeting would incorporate as part of the future trend in business events.

(20 marks)

END OF EXAM PAPER