



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **EVE1103 THE EVENT INDUSTRY**

Semester & Year : September – December 2019

Lecturer/Examiner : Aaren Pang

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (60 marks) : Answer all FIVE (5) 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 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.

Total Number of pages = 3 (Including the cover page)

PART A: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Identify and explain **THREE (3)** foundations of event design. (12 marks)

Question 2:

Alyssa is celebrating her 21st birthday party in Hilton Hotel Kuala Lumpur. She hired an Event Manager, Crystal to assist her in organizing the party.

- a. Identify and explain **FIVE (5)** stakeholders that can impact the success of the birthday party. (10 marks)
- b. Explain the **FOUR (4)** skills required of an event manager. (8 marks)

Question 3:

Simple structure is a type of organizational structure commonly adopted by event companies.

- a. Explain what is a simple structure. (4 marks)
- b. Distinguish the advantages and limitations of this structure. (6 marks)

Question 4:

Explain **FIVE (5)** phases of event planning. (10 marks)

Question 5:

AIA Malaysia, an insurance company organized a marathon to promote healthy lifestyle.

- a) Identify **FIVE (5)** possible common issues that could happen in an event. (5 marks)
- b) Identify **FIVE (5)** possible objectives AIA Malaysia would like to achieve. (5 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

You have been assigned to prepare a proposal to launch iPhone 11X Pro in Malaysia. The main objective of this product launch is to create brand awareness. The proposal will have to include a theme with all the elements revolved around the theme. (20 marks)

Question 2

Malayan Banking Berhad (Maybank) plan to organize a staff appreciation night and assigned you as their event planner. Discuss the services that you can provide to make the event memorable. (20 marks)

END OF EXAMINATION PAPER