

SCHOOL OF TOURISM**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Trimester & Year : September - December 2019
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet provided.
PART B (40 marks) : TWO (2) essay questions. Answer ALL questions 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 : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION : FIVE (5) Short Answer Questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1:

As an Event Manager handling corporate clients at Sheraton Imperial Kuala Lumpur Hotel, you are required to prepare a company dinner for Malaysian Food & Beverage Executive Association (MFBEA).

- (a) Identify **FIVE (5)** goods or services to be included in the quotation. **(5 marks)**
- (b) Describe with examples of **TWO (2)** innovative services that can add extra value to the client. **(5 marks)**

Question 2:

Malaysia has the potential to be a leading destination for events. Elaborate **FIVE (5)** benefits for Malaysia to be a business events destination. **(10 marks)**

Question 3:

Business events are always subject to global changes. Discuss **FIVE (5)** future trends of business event. **(10 marks)**

Question 4:

Identify and relate **FIVE (5)** latest technology used in event trends to business events. **(10 marks)**

Question 5:

- (a) Discuss **FIVE (5)** unique venues that may rent out its premises for business events. **(10 marks)**
- (b) Compare and contrast **FIVE (5)** differences between a trade show and consumer show. **(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.

Question 1

World Urban Forum (WUF) is the world's premier conference on urban issues faced by the world today: rapid urbanization and its impact on communities, cities, economies, climate change and policies. Every year it selects a different country to hold its annual conference.

As the Sales Manager in Business Event from Malaysia Convention & Exhibition Bureau (MYCEB), you are going to promote Malaysia as the destination to host the conference.

To win the bid, propose **FIVE (5)** unique selling points of Malaysia with explanations to the selection committee. **(20 marks)**

Question 2

As a Professional Conference Organizer (PCO), Edward always needs to learn and update himself on new sustainable practices related to organizing business events.

Advise Edward on **FIVE (5)** environmentally sustainable practices and explain how these can be incorporated as future trends in his business events. **(20 marks)**

END OF EXAMINATION PAPER