

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1513 INTRODUCTION TO EVENT INDUSTRY**
Trimester & Year : September 2019 – December 2019
Lecturer/Examiner : Reuben Chen
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FOUR (4) 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.
- 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 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: FOUR (4) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Using S.E.A. games as an example, identify and describe **FIVE (5)** stakeholders and their roles in a mega event. **(10 marks)**

Question 2:

Explain **THREE (3)** methods to classify stakeholders involved in a special event. Describe the stakeholder in each classification with example. **(15 marks)**

Question 3:

Explain **FIVE (5)** types of skills required of an event manager to manage its stakeholders. Describe these skills using relevant examples. **(15 marks)**

Question 4:

You are developing a proposal for an annual dinner for an estimated number of 450 participants. Define the S.M.A.R.T. criteria and develop objectives for this event using this criteria. **(20 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

There are multiple theories on what it is that makes an event successful. One of the main considerations is correctly evaluating an event in order to find out how it was deemed successful, or not. Getz (2007) explains that event management is a profession that is fast gaining global recognition and to conduct a successful event, the planning process must occur within a considerable time frame by adopting suitable event-planning models.

In relation to the passage above, compare and contrast **TWO (2)** event planning models in planning an academic conference for an estimated 200 attendees. **(20 marks)**

Question 2

Analyze **FOUR (4)** types of multimedia that is suitable for use in a product launch. **(20 marks)**

END OF EXAMINATION PAPER