



**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 : **EVE1103 THE EVENT INDUSTRY**
Semester & Year : September – December 2020
Lecturer/Examiner : Aaren Pang Kah Weng
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A (60 : THREE (3) short answer questions. Answers are to be written in the marks) Answer Booklet provided.
SECTION B (40 : TWO (2) essay questions. Answers are to be written in the Answer Booklet marks) provided.
2. Candidates are not allowed to bring any unauthorised 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)

SECTION A: THREE (3) SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): Answer all questions

Question 1:

Penny is an event manager who works with an international event company.

Identify and explain **TEN (10)** skills required of an event manager. (20 marks)

Question 2:

Identify and explain **TEN (10)** stakeholders in a BTS concert in Axiata Arena Bukit. (20 marks)

Question 3:

Identify the **FIVE (5)** phases of Event Management. For each phase, explain the activities that should take place to ensure successful event. (20 marks)

END OF SECTION A

SECTION B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1

As an Event Organizer, you are assigned to prepare a proposal for an Annual Dinner for Kenny Rogers Malaysia. Construct a proposal for this annual dinner that includes a theme and all the elements revolved around the theme. (20 marks)

Question 2

Starbuck Malaysia is launching their new series of coffee. As an event planner, justify the services that need to be provided to make a successful product launch. (20 marks)

END OF EXAMINATION PAPER