



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

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**  
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**

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**Question 1:**

Exhibitions are considered part of the Business Tourism Industry because it stimulate travel and create a high level of demand for travel services, catering and accommodation

Identify and explain **TEN (10)** positive or negative impacts of exhibition towards a country.

(20 marks)

**Question 2:**

Virtual event is a "live" in-person event with a "virtual" online component. Business event has been adopting virtual event during the Covid-19 pandemic. As a Professional Conference Organize. Identify and explain **TEN (10)** stakeholders in a hybrid event.

(20 marks)

**Question 3:**

You are assigned to organize a teambuilding event, identify the **FIVE (5)** phases of Event Management. Each phase, explain the activities that should take place to ensure successful event.

(20 marks)

**END OF PART A**

**SECTION B: ESSAY QUESTIONS (40 MARKS)**

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

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**Question 1**

As an Event Organizer, you are assigned to prepare a virtual meeting for Mc Donald Malaysia. Suggest the technologies required in the virtual meeting. (20 marks)

**Question 2**

Cosway Malaysia appointed you as their incentive planner. Suggest a destination for in Asia and justify your reason. (20 marks)

**END OF EXAMINATION PAPER**