

**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 MANAGEMENT**
Semester & Year : September 2020 – December 2020
Lecturer/Examiner : Reuben Chen
Duration : 3 hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all THREE (3) short answer questions.
PART B (40 marks) : Answer TWO (2) essay questions.
 - a) Each answer is limited to a word count of 200 – 250 words.
 - b) Only references from reliable and valid sources will contribute marks.
2. Candidates are required to submit the answers through The CN portal. Submission after the deadline will not be entertained.
3. Only typed out answers are allowed. Writings on paper will not be accepted.
4. Fill in the “Honour and Authenticity Declaration Form” and submit together with this.

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.

PART A: THREE (3) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S): There are THREE (3) short answer questions

Question 1

Meetings, seminars and trainings are examples of Business Events. describe **FIVE (5)** types of Business Events and justify the rationale to organize such events post MCO. **(20 marks)**

Question 2:

You are developing a proposal for a product launch for an estimated number of 150 pax. Describe the S.M.A.R.T. criteria and develop objective(s) for this event using this criteria. **(20 marks)**

Question 3:

Explain **ONE (1)** event planning model commonly used to guide organizers in the planning of an annual dinner of 200 attendees. **(20 marks)**

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions.

Title: Meetings and seminars now allowed, but no buffet for participants.

PUTRAJAYA: Meetings, seminars, training and courses can now be organised with strict adherence to standard operating procedure, including no buffet meals for participants, said Senior Minister (Security) Datuk Seri Ismail Sabri Yaakob.

He said the special Cabinet committee on the Covid-19 pandemic had agreed to allow these activities to be held during the recovery movement control order period.

“There is also a maximum number of 250 participants allowed to attend these events.

“However, this is also subject to the size of the hall where it is held. If the space is small, the number of participants must also be small. “Social distancing among participants is a must,” he said during a press conference on Wednesday (June 17).

Ismail Sabri also said that event organisers must ensure that participants had face masks on throughout the seminar or training they attended. Hand sanitisers must also be provided by the organisers. “Organisers cannot serve buffet-style meals. The participants must only be served packed food,” he said

Source: Adapted from TheStarOnline: <https://www.thestar.com.my/news/nation/2020/06/17/ismail-sabri-meetings-and-seminars-now-allowed-but-no-buffets-for-participants>

Question 1

In relation to the article above, many stakeholders will be affected by such decision made, recommend **THREE (3)** methods in managing the relevant stakeholders to ensure that the organizer-stakeholder relationship is well maintained. **(20 marks)**

Question 2:

Conceptualise a theme and propose **FIVE (5)** ways for an organization in executing their virtual event in relation to the theme. **(20 marks)**

END OF EXAMINATION PAPER