



**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 : **EVE1503 INTRODUCTION TO BUSINESS EVENT**
Semester & Year : September – December 2022
Lecturer/Examiner : Mohamad Imaduddin Bin Zainal Abidin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A (60 : FIVE (5) short answer questions. Answers are to be written in the Answer marks) 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: FIVE (5) SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): Answer all questions

Question 1:

Meeting is an event where the primary activity of the attendees is to attend educational sessions, participate in meetings and discussions, socialize, or attend other organized events. Explain **FIVE (5)** benefits of meetings and provide with relevant example for each answer.

(15 marks)

Question 2:

Speakers is one of the stakeholders in the event itself. Finding a good speaker is one of the way to attract the crowd's attention. Good speakers will portray positive effect, not only for him/herself but it will create some positive vibes in the event itself. Elaborate **FIVE (5)** characteristics of good speakers with relevant example.

(15 marks)

Question 3:

A successful conference, convention, forum or seminar can be measure in many ways. One of measurements methods are types of speakers. Briefly describe **FIVE (5)** types of speakers.

(10 marks)

Question 4:

Convention Centers is a public assemble facility designed to provide an environment to hold meetings and exhibits under one roof - usually owned by government. Differentiate **FIVE (5)** advantages and disadvantages of Convention Centers.

(10 marks)

Question 5:

In the wake of its MICE industry's recovery, Malaysia's government, associations and industry players are teaming up to support the needs and long-term goals of international organisers and planners. Malaysia's MICE industry is gaining momentum for a positive line-up of 123 events secured from 2022 to 2030. List **TEN (10)** reasons on why Malaysia become one of choices for MICE events.

(10 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

The ACM Web Conference 2022, which is the 31st conference in the International World Wide Web Conference series will be conducted on 20 – 25 November 2022. It is an annual conference that organize by ACM Sdn Bhd. Despite with the announcement by World Health Organization (WHO) that allowing physical activities, ACM Sdn Bhd is an expert with Web Conference. Elaborate **FOUR (4)** advantages of Web Conference.

(20 marks)

Question 2

Berjaya Golf Resort Bhd, a subsidiary of Berjaya Land Bhd has launched its latest mixed development The Tropika, at the Berjaya Property Gallery in Bukit Jalil, Kuala Lumpur on 23 February 2019. They wish to launch another project in 2022.

As an event manager, analyze **FOUR (4)** types of multimedia that is suitable for use in a physical product launch.

(20 marks)

END OF EXAMINATION PAPER