



**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 : **EVE1513 INTRODUCTION TO EVENT INDUSTRY**  
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 : FOUR (4) 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: FOUR (4) SHORT ANSWER QUESTIONS (60 marks)**

**INSTRUCTION(S): Answer all questions**

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**Question 1:**

Success of Events would depend on stakeholder's competing needs, expectation and interest. Stakeholders referring to an individual or organizations with legitimate interest in outcomes of an event and suppliers is one of it. Explain **FIVE (5)** potential suppliers that may be involved in event.

(15 marks)

**Question 2:**

Involvement of stakeholders usually determines the good or bad of the event. It is necessary for the event manager to understanding dynamics and roles of stakeholders for an event. Elaborate **FIVE (5)** standard tips on how to control the stakeholders.

(15 marks)

**Question 3:**

An event objective is one of crucial element in event planning organization. An objective must be defining by using SMART objective tools. Describe **S.M.A.R.T.**

(15 marks)

**Question 4:**

Event success can be measure by satisfaction and experiences. Catering service is one of element for measuring satisfaction. The menus and refreshments will play a part in providing various experience to the attendees. Explain **FIVE (5)** issues in determining menus and refreshments.

(15 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.**

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**Question 1**

As a stage manager, all the flows and arrangement of the stage are your responsibilities. Arrangement of lighting in event is one of important factor to ensure the audience experience the event theme.

You are required to do lighting arrangement for the upcoming reality TV shows. Explain **FIVE (5)** types of floodlighting that may be use for the stage.

(20 marks)

**Question 2**

X-Gen event company is an organizer for Ed Sheran's Concert Tour. You have been appointed as pyrotechnics' effect planner. Justify any **FIVE (5)** categories of pyrotechnics that can be used for the concert.

(20 marks)

**END OF EXAMINATION PAPER**