



**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 : **EVE1113 FUNDAMENTALS OF BUSINESS EVENTS**
Semester & Year : September – December 2022
Lecturer/Examiner : Mohamad Imaduddin Bin Zainal Abidin
Duration : 2 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

Question 1:

Hybrid event is a "live" and physical in-person event with both online and physical components. Business event has been adopting hybrid event during the post Covid-19 pandemic. As a Professional Conference Organize (PCO). Explain **FIVE (5)** types of stakeholders that are important in event with relevant example.

(15 marks)

Question 2:

Discuss **FIVE (5)** meetings that are common in Malaysian Business Events Industry.

(15 marks)

Question 3:

Conferences are considered part of the Business Tourism Industry. Conference speaker's characteristic are important in order to deliver the findings and information. Elaborate **FIVE (5)** factors in finding the right speaker for conference.

(15 marks)

Question 4:

Convention Centre is one of the venue that are suitable for conducting Mice/Business event. Discuss **FIVE (5)** advantages of Convention Centre.

(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.

Question 1

Life Line Clothing Malaysia Sdn Bhd is one of expert textile recycle company in Malaysia. They are planning to organize a sustainability practices exhibition in Kuala Lumpur. Advise Life Line Clothing Malaysia Sdn Bhd on **FIVE (5)** environmentally sustainable practices that can be incorporated as in their exhibition with relevant example.

(20 marks)

Question 2

Megah Hodings appointed you as their incentive planner. Suggest a destination in Asia and justify any **FOUR (4)** reasons for the destination selected.

(20 marks)

END OF EXAMINATION PAPER