



**PART A: FIVE (5) SHORT ANSWER QUESTIONS (75 marks)**

**INSTRUCTION(S):** There are FIVE (5) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1:**

Describe **FIVE (5)** roles and responsibilities of a Professional Conference Organizer with relevant examples.

**(15 marks)**

**Question 2:**

Identify **FIVE (5)** factors to consider in selecting an appropriate venue to host a conference of 250 participants.

**(15 marks)**

**Question 3:**

Explain **FIVE (5)** types of corporate events commonly organized globally with relevant examples.

**(15 marks)**

**Question 4:**

Explain **FIVE (5)** impacts of M.I.C.E. industry that potentially can contribute to a development of country with relevant examples.

**(15 marks)**

**Question 5:**

Describe **FIVE (5)** types of technology commonly used in corporate events with relevant examples.

**(15 marks)**

**END OF PART**

**PART B : ESSAY QUESTIONS (25 MARKS)**

**INSTRUCTION: ONE (1) Essay Question. Answer ALL the questions in the Answer Booklet(s) provided.**

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**Question 1**

You are assigned to assist the organizing of an annual summit for Pacific Asia Travel Association (PATA) that would normally have an average of 400 participants throughout the 4 days

Identify and explain **SIX (6)** factors to consider in organizing the annual summit using the planning process for business events. **(25 marks)**

**END OF EXAMINATION PAPER**