

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **EVE1513 – INTRODUCTION TO EVENT INDUSTRY**
Semester & Year : September - December 2023
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts:**
SECTION A : Answer all **FOUR (4)** short answer questions. Answers are to be written in the Answer Booklet provided. (60 marks)
SECTION B : Answer **TWO (2)** essay questions. Answers are to be written in the Answer Booklet provided. (40 marks)
- 2. Candidates are not allowed to bring any unauthorized 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 meet 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): **There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.**

Question 1

Justify **FIVE (5)** ways to select theme.

(15 marks)

Question 2

Explain **FIVE (5)** factors to determine when planning for event activities.

(15 marks)

Question 3

Clarify **FIVE (5)** issues in determining menus and refreshment.

(15 marks)

Question 4

Explain **FIVE (5)** elements in selecting venue for events.

(15 marks)

END OF SECTION A

SECTION B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions. Answer ALL the questions in the AnswerBooklet(s) provided.

Question 1

Sustainable event management is the process used to produce an event with particular concern for environmental, economic and social issues. Justify **FOUR (4)** ways an event manager can consider to support environmental sustainability in the event industry.

(20 marks)

Question 2

Discuss **FOUR (4)** common issues in event industry.

(20 marks)

END OF EXAM QUESTIONS