

**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 : **EVE1503 INTRODUCTION TO BUSINESS EVENTS**  
Semester & Year : September – December 2024  
Lecturer/Examiner : Mohamad Imaduddin Bin Zainal Abidin  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (80 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**  
**PART B (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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)**

**PART A: FIVE (5) SHORT ANSWER QUESTIONS (80 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:**

Prestigi Event has been assigned to organized a conference in New Delhi, India 2025. Describe **FIVE (5)** roles and responsibilities of a Professional Conference Organizer with relevant examples.

**(20 marks)**

**Question 2:**

Asia-Pacific Economic Cooperation Forum (APEC) 2024 will be held at Peru. Identify **FIVE (5)** reasons on why organizer will be choosing Convention Center as the main venue option.

**(15 marks)**

**Question 3:**

Conventions are gathering of individuals who meet at an arranged place and time with the mutual objectives. Explain **THREE (3)** types of Convention with relevant example.

**(15 marks)**

**Question 4:**

Malaysia's status as Asia's preferred destination for business events has been recognised at the 13th China MICE Industry Golden Chair Awards, as the country was named as the Fourth Most Expected MICE Destination for 2020. Explain **FIVE (5)** factors to consider Malaysia as M.I.C.E destination.

**(15 marks)**

**Question 5:**

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

**(15 marks)**

**END OF PART A**

**PART B : ESSAY QUESTIONS (20 MARKS)**

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

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**Question 1**

Selangor International Business Summit (SIBS) is one of MICE event that has stamped itself as the main definitive platform for industries to expand opportunities into new markets in Malaysia and ASEAN. Over the years, SIBS has shown tremendous progress and become the event of choice for industry players not only in Selangor but also in the whole of Malaysia.

Explain **FIVE (5)** issues to consider in organizing Selangor International Business Summit.

**(20 marks)**

**END OF EXAMINATION PAPER**