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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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**COURSE NAME : EVENT MANAGEMENT**  
**COURSE CODE : DHM 3163**  
**EXAMINATION : NOVEMBER 2020**  
**DURATION : 6 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This question paper consists of **THREE (3)** :
    - PART A (30 Marks)
    - PART B (40 Marks)
    - PART C (30 Marks)
  2. Please refer to the detailed instructions in this question paper.
  3. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources.
  4. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
  5. Write your details as follows in the upper left corner for each answer sheet:
    - I. Student Full Name
    - II. Identification Card (I/C) No.
    - III. Class Section
    - IV. Course Code
    - V. Course Name
    - VI. Lecturer Name
  6. Each answer sheet must have a page number written at the bottom right corner.
  7. Answers should be handwritten, neat and clear.
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**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO**

*This answer scheme consists of **11** printed pages including the front page*

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**PART A**

This part contains **THIRTY(30)** questions.

Answer ALL in the Objective Answer Paper.

1. \_\_\_\_\_ is from an individual position in organization.
  - A Expert power
  - B Reward power
  - C Coercive power
  - D Legitimate power
  
2. Weak funding or sponsors are considered as \_\_\_\_\_.
  - A risk
  - B threat
  - C weakness
  - D opportunities
  
3. \_\_\_\_\_ mean telling an employee exactly what you want done, as well as when, where, and how to do it.
  - A Directive behaviour
  - B Supportive behaviour
  - C Transactional Leadership
  - D Transformational Leadership
  
4. A person who is using the social service agency is known as \_\_\_\_\_.
  - A client
  - B family
  - C competitor
  - D corporate team

5. The event has a strong funding, good potential for sponsor and they have a well trained staff. This statement is referring to \_\_\_\_\_.
- A threat
  - B strength
  - C weakness
  - D opportunity
6. An event planner will setup the theme for their event. The theme of the event should be linked to the \_\_\_\_\_.
- A date
  - B purpose
  - C audience
  - D experience
7. "Flood and crowd control" are the examples of \_\_\_\_\_.
- A target of the event
  - B theme of the event
  - C successful of the event
  - D possible risk of the event
8. \_\_\_\_\_ is a technique used by participative leaders to share decision-making authority with team members.
- A Endurance
  - B Enthusiasm
  - C Dependability
  - D Empowerment
9. What does a transactional leader mean?
- A Show caring and support for employee.
  - B Motivate employees by appealing to their self-interest.
  - C Finding ways of long-term higher order changes in follower behavior.
  - D Finding ways of short-term higher order changes in follower behavior.

10. There are three types of sponsorships which are sponsorship package, naming rights and \_\_\_\_\_.

- A event team
- B value in kind
- C proposal of the event
- D management of the event

11.

A workshop where participants learn and practice

Figure 1.0

This statement in figure 1.0 is referring to \_\_\_\_\_.

- A clinic
- B forum
- C seminar
- D workshop

12. What is the possible risk when organizing an event?

- A Theme.
- B Parking.
- C Location.
- D Food poisoning.

- *Catering*  
- *Sound system*

13.

Figure 2.0

The point in figure 2.0 is included in \_\_\_\_\_.

- A size
- B ethical

- C budget
- D facilities

14. Transformational leader do the following **EXCEPT** \_\_\_\_\_.

- A lead by example
- B manage “by the book”
- C act as a coach and mentor
- D communicate with and inspire workers

15. It is illegal to discriminate in any aspect of employment **EXCEPT** \_\_\_\_\_.

- A planning
- B hiring and firing
- C job advertisements
- D use of company facilities

16. Demographic segmentation is based on \_\_\_\_\_.

- A life style
- B behaviour
- C education
- D knowledge

17. \_\_\_\_\_ of an event should be suit to the purpose of event.

- A Time
- B Space
- C Theme
- D Decoration

18. Your culture has influenced your attitudes towards the following, **EXCEPT**

- \_\_\_\_\_.
- A work
  - B family
  - C honesty
  - D education

19. Baby boomers generation is defined as those people who were born between \_\_\_\_\_ .
- A 1946 – 1955
  - B 1950 – 1955
  - C 1980 – 2000
  - D 1990 – 2020
20. The Equal Opportunity and Diversity Office provides an array of service the following **EXCEPT** \_\_\_\_\_.
- A hiring and firing
  - B advocacy for diversity
  - C conflict mediation and resolution
  - D processing and resolving complaints
21. According to Goldblatt, an event is recognized as a \_\_\_\_\_ in time with ceremony \_\_\_\_\_ and ritual to satisfy specific needs.
- A ritual
  - B private
  - C celebration
  - D unique moment
22. Which of the following advertising focuses on lighting element?
- A Print advertising.
  - B Radio advertising.
  - C Direct advertising.
  - D Display and signage.

23. Marketing tend to have high \_\_\_\_\_ and high profile.

- A quality
- B budget
- C product
- D promotion

24. \_\_\_\_\_ is provided by an organizer for organizing an event.

- A Donor
- B Fundraising
- C Sponsorship
- D Pre-determined fund

25. Spinning deck also can also be called as \_\_\_\_\_.

- A truck
- B ramps
- C rostrum
- D revolves

26. \_\_\_\_\_ is a crucial part of the process of event research.

- A Implement event
- B Develop client service
- C Evaluate client & client service
- D Conduct research and analysis

27. When consumers are grouped together as target market, it is called as \_\_\_\_\_.

- A grouping

- B marketing
- C event organizer
- D market segment

28. Physical constraints include \_\_\_\_\_.

- A stage
- B backdrop
- C canvas legs
- D entertainment

29. Which of the type of event is included for music and costume?

- A MICE.
- B Family event.
- C Marketing event.
- D Entertainment event.

30.

- |   |
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| <ul style="list-style-type: none"><li>- Save time and money</li><li>- Power source</li><li>- Style of seating</li></ul> |
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Figure 3.0

The points in figure 3.0 refer to \_\_\_\_\_.

- A seating style
- B important of event
- C design event layout
- D important of event layout.

[30 MARKS]



**PART B**

This part contains **TEN (10)** questions.

Answer ALL questions in the Answering Booklet.

**QUESTION 1**

Discuss **five (5)** factors to consider when choosing the venue for an event.

(5 marks)

**QUESTION 2**

Classify **five (5)** potential sponsorships that provide funds for an event organizer.

(5 marks)

**QUESTION 3**

Find out **five (5)** principle sources of an event.

(5 marks)

**QUESTION 4**

Illustrate **five (5)** characteristics of minor event.

(5 marks)

**QUESTION 5**

Indicate **five (5)** possible risks in sport event.

(5 marks)

**QUESTION 6**

Describe **five (5)** importance of event layout

(5 marks)

**QUESTION 9**

Recognize **five (5)** steps when looking for sponsorship.

(5 marks)

**Question 10**

State **five (5)** SMART concepts in event management

(5 marks)

**[40 MARKS]**

**PART C**

This part contains **TWO (2)** questions.

Answer the questions in the Answer Booklet.

**QUESTION 1**

Sponsorship is a business relationship between a provider of funds, resources or service and an individual, event or organization which offers in return.

- a. There are many different motives for sponsoring an event and these fit into five major categories. Prepare **five (5)** motives for sponsorship.

(10 marks)

- b. Identify **five (5)** examples of item that can be sponsored by a company to any event.

(5 marks)

**QUESTION 2**

When analysing an event venue requirement, the event organizer needs to ensure to choose a suitable site based on the event requirement.

- a. Show **five (5)** early steps in confirming venue arrangement.

(10marks)

- b. List down **five (5)** requirements of venue and site.

(5 marks)

**[30 MARKS]**

**END OF QUESTION PAPER**