

D1
D3

**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

SUBJECT	:	EVENT MANAGEMENT
SUBJECT CODE	:	EMG 7013
DATE	:	20 OCTOBER 2015
DURATION	:	9.00 AM – 12.00 PM (3 HOURS)

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **FOUR (4)** sections:

Section A (20 Marks)
Section B (20 Marks)
Section C (30 Marks)
Section D (30 Marks)
2. Answer **ALL** questions from all parts.
3. Candidate is not allowed to bring any material into the examination room **EXCEPT** with the permission from the invigilator.
4. Please check to make sure that this examination pack consists of:
 - i. Question Paper
 - ii. Answering Booklet
 - iii. OMR Form

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

This examination paper consists of 8 printed pages including front page.

SECTION A [Total: 20 marks]**MULTIPLE CHOICE QUESTIONS****INSTRUCTION: Answer ALL questions.****Please use OMR sheet provided.**

1. Based on your understanding, event refers to _____.
 - A. A friendly treatment toward guest.
 - B. A unique moment to satisfy needs.
 - C. A fine and enjoyable service that makes people happy.
 - D. A gathering of services which offer extensive choices to customers.

2. Which of the followings matches Hallmark event?
 - A. Internationally well known.
 - B. Involves local level of participations.
 - C. Involve significant tourism revenue.
 - D. Is a must-see local event.

3. Which of the followings are **NOT** the factors needs to be considered in choosing event venue?
 - A. Ambience
 - B. Parking
 - C. Fire
 - D. Safety

4. Below are examples of technical equipment in the seminar **EXCEPT**:
 - A. Slide projection
 - B. Overhead projector
 - C. Flip chart
 - D. Carpet

5. The technical team in an event include as follow, **EXCEPT**:
 - A. Floor Manager
 - B. Lighting Designer
 - C. Choreographer
 - D. Audience

6. SWOT stands for _____.
- A. Strength, Waste, Originality and Thrill.
 - B. Strength, Weakness, Originality and Thrill.
 - C. Strength, Weakness, Opportunity and Thrill.
 - D. Strength, Weakness, Opportunity and Threat.

QUESTION 7 is based on diagram below.

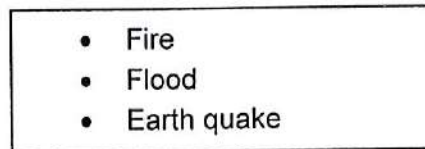


Diagram 1

7. Which of the following best describe **Diagram 1**?
- A. Strength
 - B. Weaknesses
 - C. Opportunities
 - D. Threat

QUESTION 8 is based on the diagram below.

This type of seating arrangement allows for note taking and consumption of plated food and beverages.

Diagram 2

8. Which of the seating arrangement below matches **Diagram 2**?
- A. Boardroom
 - B. Classroom
 - C. Theatre
 - D. Block
9. Which of the following is **NOT** referring to Liquor Licensing?
- A. Liquor must be correctly labelled and sold in legal manners.
 - B. It is not an offence to sell liquor to a person under the age of 18.
 - C. It is an offence to obtain liquor on behalf of person under the age of 18.
 - D. It is not an offence to sell liquor to a Muslim.

10. Below are terms used to describe clients in event industry, **EXCEPT**
- A. Patron
 - B. Patient
 - C. Participant
 - D. Delegates
11. Which of the followings refers to Psychographic factors in market segmentation?
- A. Age
 - B. Gender
 - C. Interest
 - D. Religion
12. _____ costs are specifically incurred by the project such as hiring staff, catering or renting the venue.
- A. Direct
 - B. Indirect
 - C. Fixed
 - D. Variable
13. "A contractual relationship between two or more persons carrying on a joint business venture with a view of profit." This statement refers to _____.
- A. Marketing
 - B. Sponsors
 - C. Promotion
 - D. Budget
14. There are many different motives for sponsoring an event. Below is example of the motives **EXCEPT**:
- A. Personal objective
 - B. Broad corporate and social objectives
 - C. Sales objective
 - D. Corporate Hospitality
15. Marketing mix consist of _____, _____, _____ and _____.
- A. Product, Pax, Plan and Popularity.
 - B. Product, Plan, Place and Programme.
 - C. Product, Price, Place and Promotion.
 - D. Product, Price, Place and Popularity.

16. Which of the followings is **NOT** the form of promotional activities?
- A. Direct marketing.
 - B. Advertising activities.
 - C. Sales promotion.
 - D. Personal selling.
17. Below are characteristics of advertising **EXCEPT**
- A. Limited channel.
 - B. Paid communication.
 - C. Extremely expensive.
 - D. Effective in raising awareness.
18. "Service, it happen on the particular time, cannot be inventoried and repeated". This describing the service features which is _____.
- A. Tangible
 - B. Intangible
 - C. Inseparable
 - D. Variable
19. Site inspection for a concert event should include below consideration **EXCEPT**:
- A. Parking
 - B. Power supply
 - C. Decorations
 - D. Public Access
20. In order to choose an appropriate venue for an event involving stage and set, it is necessary to know the types of props and equipment that will be required. One of it is _____.
- A. Telescope
 - B. Tallescope
 - C. Microscope
 - D. Stethoscope

SECTION B [Total: 20 marks]**TRUE or FALSE Questions****INSTRUCTION: Answer ALL questions****Please use the OMR sheet provided**

1. A formal lesson in the class is not considered as an event .
2. Event can only be held in the building structure such as the hall.
3. Mega event is the largest event as compared with the other size of event .
4. There are FOUR (4) sizes of event that are major, minor, benchmark and mega event.
5. Auto show is one example of cultural event.
6. MICE stands for Meeting, Incentives, Convention and Exhibition.
7. Olympic and FIFA World cup are categorized under Mega event.
8. The last key step to ensure a successful event is written document (report).
9. Psychographics cannot be considered as a market segmentation element .
10. One of the reasons why market segmentation is necessary is spread the risk associated with producing a product (event) for only one segment of the market.
11. Transport, parking, seating and toilet facilities are example of elements that should be taken into consideration when planning for site inspection.
12. Flooding and fire are example of risk .
13. There are two main considerations that organizer should look at when evaluating the suitability of a venue or site.
14. Conduct research analysis, implement event, develop client services and evaluate client and client service are the correct flow for the cycle of ongoing event research to meet the changing need of client population.
15. Evaluating client services can be done by telephone, email or face to face.
16. SWOT analysis is stand for strengths, weaknesses, odd and threats.
17. Strengths and weakness is external factor, meanwhile opportunities and threats is internal factor of SWOT analysis.
18. One of the important point that should be highlighted when preparing a press release is that all the facts must be covered: what, when, why and how.
19. The last stage in buyer behavior is testing and evaluating the product.
20. The performers, audience and organizers are three major's stakeholders who need to be considered in viewing a potential site.

SECTION C [Total: 30 marks]**SHORT ESSAY****INSTRUCTION: Answer ALL questions. This section consists of 6 questions****Please use the answer booklet provided****Question 1**

There are few types of events that are commonly held. Identify **FIVE (5)** types of events and their examples.

(5 marks)

Question 2

Successful event heavily rely on few elements that need to be workable right from the start. List **FIVE (5)** characteristics of the best event.

(5 marks)

Question 3

It is not uncommon for events to fail even if the budget and schedule are met. Give **FIVE (5)** most common reasons for event failure.

(5 marks)

Question 4

Event manager should walk the site to classify venue constraints that can restrict the event. Identify **FIVE (5)** of them.

(5 marks)

Question 5

Exercising correct litigation can help prevents accidents, reduce customer complaints and avoid legal actions. Recognise **FIVE (5)** legislations that relevant to event.

(5 marks)

Question 6

Event organiser must research and understand the characteristic of client population as to meet the client's need. Illustrate and explain the cycle of ongoing event research to meet the changing need of client populations.

(5 marks)

SECTION D [Total: 30 marks]**INSTRUCTION: Answer ALL questions. This section consists of 2 questions.****Please use the answer booklet provided.**

1. Developing a budget is one of the first and most important tasks in managing an event. The budgeting process starts immediately when planning an event. To avoid going over budget, organiser must keeping event budget organised and prepared for client inquiry.

- a. Identify **FIVE (5)** steps in planning the operating budget.
- b. Sponsorship is one if the principle sources of event income. Explain **FIVE (5)** different motives for sponsoring an event.

(15 marks)

2. Promotion and public relations are the crucial part of the marketing of any event. As part of the marketing strategy, event promotion involves communicating the image and content of the event program to the potential audience.

- a. Discuss **FIVE (5)** types of advertising as part of event promotion.
- b. Recognise **FIVE (5)** guidelines in preparing effective press release.

(15 marks)

END OF QUESTION PAPER

