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035

SCHOOL OF HOSPITALITY AND TOURISM
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FINAL EXAMINATION

SEMESTER JANUARY 2015

COURSE	:	EVENT MANAGEMENT
COURSE CODE	:	EMG 7013
TIME / DURATION	:	9.00 AM – 12.00 PM (3 HOURS)
DATE	:	10 MAY 2015

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR(4) Parts**:
PART A (20 MARKS)
PART B (20 MARKS)
PART C (30 MARKS)
PART D (30 MARKS)
2. Answer **ALL** questions in **Part A, B and C**. For **Part D**, answer **TWO(2)** questions only.
3. Candidates are not allowed to bring any material to examination room **EXCEPT** with the permission of invigilator.
4. Please make sure that all material is available during this examination session:
 - i. Question paper
 - ii. OMR Form
 - iii. Answering Booklet

THERE ARE 9 PAGES OF QUESTIONS, INCLUDING THIS PAGE



SECTION A (Total: 20 marks)**MULTIPLE CHOICE QUESTIONS****INSTRUCTION: Answer ALL Questions****Please use the OMR sheet provided**

1. Company's website is one of the _____
 - A. sponsorship
 - B. Internet advertising
 - C. Direct mail advertising
 - D. Print advertising

2. Brochure is one of the advertising medium in promoting the event. The quality of _____ used in them is important in order to attract crowd.
 - A. Event
 - B. Artwork
 - C. Food
 - D. Location

3. Below are different type of media release, EXCEPT _____
 - A. Backgrounder
 - B. Press release
 - C. Media alert
 - D. Television

4. The press release should be _____
 - A. Colorful
 - B. More than 5 pages
 - C. variety
 - D. Short and to the point

5. Which one of the following is the low cost advertising:
 - A. Display and signage
 - B. Television
 - C. Brochure
 - D. Radio

6. If the press release is _____ an event, it should describe all potential benefit for the audience.
- A. Promoting
 - B. Sell
 - C. Booking
 - D. Introduce
7. The press release will be given to the _____ once the event organizer done prepared it .
- A. Media
 - B. Audience
 - C. Entertainer
 - D. Crew
8. Why the advertising is important for the event?
- A. To motivate the event team
 - B. To attract more audience come to the event
 - C. To celebrate the team work
 - D. To identify which sponsor that event organizer need
9. The following are the guidelines for preparing the press release, EXCEPT _____
- A. Contact detail should be provided
 - B. Quotes from senior staff and stakeholder is not necessary
 - C. Uncaptioned photograph
 - D.
10. It is not possible to show image or provide very specific information. This statement is refer to _____
- A. Radio advertising
 - B. Advertising collateral
 - C. Internet advertising
 - D. Magazine

11. There are win-win situation between _____ and an event is important.
- A. Audience
 - B. Sponsor
 - C. Event Leader
 - D. Crew
12. Philanthropy is refer to _____
- A. Registration between private company and event organizer
 - B. A straightforward donation without strings attached.
 - C. Profit for the event
 - D. Liability for the event
13. A partnership is a contractual relationship between two or more persons carrying on a joint business with a view to profit. This tatement is refer to _____
- A. Marketing
 - B. Advertising
 - C. Sponsorship
 - D. Agreement
14. _____ is one of the motive for sponsorship that can strengthening relationship with current customers.
- A. Sales objective
 - B. Media coverage
 - C. Newspaper
 - D. Private company
15. The brand can be sampled at the event hopefully leading to higher brand awareness refer to _____ objective.
- A. Media coverage
 - B. Press release
 - C. Attract audience
 - D. Product/ brand related

16. It is extremely expensive and greater from other media. This statement refer to _____.
- A. Display
 - B. Signage
 - C. Brochure
 - D. Television
17. Mega event usually promote their event through the following methods EXCEPT _____.
- A. Television
 - B. Direct mail
 - C. Brochure
 - D. Fliers
18. Advertising is a paid _____ using one or more types of media to reach potential buyer.
- A. Communication
 - B. Food and beverage
 - C. Subordinate
 - D. Fee
19. _____ is one of the most effective's ways to raising awareness of an event or event business.
- A. Sponsor
 - B. Advertising
 - C. Payment
 - D. Booking
20. Promotional activities include direct marketing, sales promotion and _____.
- A. Personal selling
 - B. Online
 - C. Direct mail
 - D. Radio

SECTION B (Total: 20 marks)**FILL IN THE BLANKS****INSTRUCTION: Answer ALL Questions****Please use the answer booklet provided**

Research	Supplier	Report	Behavior	Community
Promotion	Individual	Sponsor	Bronze	Sales
Mega	Demographic	Advertising	customer	Philanthropy
Socioeconomic	Manager	Marketing	Psychographic	Motive
Computer	Client	Public relations	Hallmark	Telephone

1. _____ Segmentation is market segmentation according to age, race, religion and gender.
2. _____ segmentation is a market based on personality, attitude, opinion and lifestyle.
3. The first step in cycle of ongoing event research to meet the changing need of client population is conduct _____ and analysis.
4. A mixture of occupation and income is referring to _____ market segmentation.
5. _____ Segmentation involves dividing consumer into groups based on their product, knowledge, usage, attitude or response.
6. Market segmentation will increase the effectiveness of _____.
7. Ongoing communication can be done with _____, email or face to face.
8. Once the event is over, an evaluation _____ is written by event organizer for major client.
9. A person using the service of a social; service agency is known as a _____.

10. The marketing mix consist of product, price, _____ and place.
11. Some potential sponsors for the event are industry association, private companies and _____.
12. Many _____ use event to promote their company's product.
13. Broad corporate is a _____ involvement, promoting the organization's image and linking the company's image to success.
14. Some companies can increased their _____ for that month when sponsored the event.
15. _____ is a straight forward donation made to an event without strings attached.
16. Type of sponsorship package divided into three. There are platinum, gold and **bronze**.
17. Promotion and _____ are the crucial part of the marketing of any event.
18. Media coverage is one of the _____ of sponsorship.
19. The theme of the event must suitable to the _____ market segmentation for example cartoon theme for kids.
20. Market segmentation will help event organizer clearly define the _____.

SECTION C (Total: 30 marks)**SHORT ESSAY****INSTRUCTION: Answer ALL Questions****Please use the answer booklet provided****Question 1**

Define the following terms.

- a. Sponsorship
- b. Internet advertising
- c. Generation market segmentation
- d. Platinum
- e. Event brochure

(5 marks)

Question 2List down **FIVE (5)** element that may covered by sponsorship.

(5 marks)

Question 3

Identify group that contribute income to the event.

(5 marks)

Question 4List down **FIVE (5)**example of internet advertising.

(5 marks)

Question 5

In your opinion, what is the item that used by the organizer as an event merchandise.

(5 marks)

Question 6List down **FIVE (5)** benefit for the sponsorship when choose platinum package when sponsor the event

(5 marks)

SECTION D (Total: 30 marks)**LONG ESSAY****INSTRUCTION: Answer TWO (2) Questions Only****Please use the answer booklet provided****Question 1**

- a. Identify and explain **FIVE (5)** early steps in event marketing process. (10 marks)
- b. List down **FIVE (5)** advantages when the organizer follows all the step of marketing process. (5 marks)

Question 2

- a. Analyze and explain in details the **EIGHT (8)** steps in planning the operating budget. (15 marks)

Question 3

- a. Identify and explain **FIVE (5)** ways to evaluating client service for ensure a good relationship between client and event organizer. (10 marks)
- b. List down **FIVE (5)** reason why market segmentation is important. (5 marks)

END OF QUESTION PAPER

