



---

**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

---

**COURSE NAME : EVENT MANAGEMENT**  
**COURSE CODE : DHM3163**  
**EXAMINATION : APRIL 2019**  
**DURATION : 3 HOURS**

---

**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** parts :
  - PART A (20 Marks)
  - PART B (10 Marks)
  - PART C (50 Marks)
  - PART D (20 Marks)
  
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
  
3. Please check to make sure that this examination pack consist of:
  - i. Question Paper
  - ii. Objective Answer Paper
  - iii. Answering Booklet

---

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

---

*This examination paper consists of **13** printed pages including front page*



**PART A**

This part contains of **TWENTY (20)** questions.

Answer ALL in Objective Answer Paper.

1.

- 
- Borneo Music Festival
  - Kite Festivals Pasir Gudang
  - KL Grand Prix City Festival

Figure 1.0

All information in figure 1.0 are examples of \_\_\_\_\_ for size of events.

- A mega events
  - B major events
  - C minor events
  - D hallmark events
2. MICE event is the mixture of exhibition, convention and other parallel types of meeting such as workshop and seminar. Who is the participant of MICE event?
- A Group travel.
  - B Business travel.
  - C Individual travel.
  - D Corporate travel.
3. Who is the main committee that involved in the event team organization?
- A Client.
  - B Reporter.
  - C Publicity.
  - D Organizer.

4. Commercial, marketing and promotional events are tend to have

\_\_\_\_\_.

- A high budget, low profit
- B high budget, low profile
- C high budget, high profit
- D high budget, high profile

5. "Fetes and fairs are common in most communities and are frequently run by enthusiastic local communities". This statement is referring to

\_\_\_\_\_.

- A family events
- B cultural events
- C political events
- D fundraising events

6. Below are the criteria of SWOT analysis that exist in event feasibility, **EXCEPT**

\_\_\_\_\_.

- A strenghts
- B weakness
- C successful
- D opportunity

7. What is the possible risk that will happen within an event?

- A Hot weather.
- B Parking space.
- C Minimum crowd.
- D Food poisoning.

8.

- Poor management
- Poor communication
- Poorly defined roles and responsibilities

Figure 2.0

The statements in figure 2.0 are referring to \_\_\_\_\_.

- A the failure of an event
- B the barrier of an event
- C the success of an event
- D the outcome of an event

9. Which one the event below that will **NOT** attract an audience?

- A Games.
- B Seminar.
- C Live band.
- D Performance.

10.

- Hurricane and tornados
- Political infighting
- Alcoholic consumption

Figure 3.0

The statements in figure 3.0 refer to \_\_\_\_\_ the harmful of the events.

- A risks
- B threat
- C barrier
- D weakness

11. SSM (Suruhanjaya Syarikat Malaysia) is a function of \_\_\_\_\_.
- A business taxation
  - B business financial
  - C business regulation
  - D business registration
12. Some rights and obligations of employers are interpreted and applied by the courts are referring to \_\_\_\_\_.
- A provide a false misleading reference
  - B unpaid salaries, wages and allowance
  - C employee for work – related expenses
  - D forward tax installment to Malaysia Taxation Office
13. The right to use music in business or commercial operations requires a license from RIM (Recording Industry Malaysia) for the \_\_\_\_\_ song, composition or lyrics.
- A pattern
  - B copyright
  - C trademark
  - D registered
14. Below are the contents of contract or agreement of an event legal compliance, EXCEPT \_\_\_\_\_.
- A warranties
  - B repayment
  - C termination
  - D cancellation

15. What is the legislation that designed to prevent workplace from accidents and injuries?

- A Summary of offences act.
- B Safety and security legislation.
- C Occupational health and safety.
- D Workers compensation insurance.

16. What is the source of funding regarding to estimate event income?

- A Money paid by event planner.
- B Money paid by event supplier.
- C Money paid by event spectators.
- D Money paid by event organization.

17. Which of the checklists below are related to the planning of operating budget for event strategy?

- i. Line item for gifts
- ii. Identify activity expenses
- iii. Estimation of catering costs
- iv. Summarize printing charges

- A i, ii, iii
- B i, ii, iv
- C i, iii, iv
- D ii, iii, iv

18.

- Direct or indirect cost
- Unique or standard cost
- Fixed or variable cost

Figure 4.0

The aforementioned in figure 4.0 are referring to \_\_\_\_\_.

- A cost classification
- B budget classification
- C finance classification
- D expenses classification

19. Centerpieces, floral and tent rentals are including for \_\_\_\_\_.

- A track site of rental cost
- B estimate expenses cost
- C identify activity expenses
- D additional decor expenses

20. Which one of below is **NOT** the principle source of event income?

- A Sponsorship.
- B Entrance fee.
- C State occasion.
- D Registration fee.

[20 MARKS]



**PART B**

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

Answer **ALL** questions in Answering Booklet.

<b>Stage in buyer behaviour</b>	<b>Media coverage</b>	<b>Strenghtening product or brand related</b>	<b>Radio advertising</b>	<b>Use imagination &amp; innovation</b>
<b>Promotion</b>	<b>Industry association</b>	<b>Advertising</b>	<b>Partnership</b>	<b>Public relations</b>

1. A \_\_\_\_\_ is a contractual relationship between two or more persons carrying on joint business venture with a view to profit, each incurring liability for losses and the right to share in the profit.
2. Some potential sponsors may include \_\_\_\_\_.
3. Sponsorship may cover those elements as \_\_\_\_\_.
4. Many sponsors use events to promote a product. The brand can be sampled at the event hopefully leading to higher \_\_\_\_\_.
5. \_\_\_\_\_ is a bright, new idea which is more likely to persuade someone to spent their money than an old project which has been staged often by many people in the past.
6. \_\_\_\_\_ is a crucial part of the marketing any event. As a part of the marketing strategies, it will also be involved communicating the image and content of the event program to the potential audience.
7. \_\_\_\_\_ is a part of communication by using one or more types of media to reach potential buyers.

8. Awareness, interest and knowledge, testing and evaluating, becoming satisfied, repeat or recommending customer are the elements that referring to \_\_\_\_\_.
9. \_\_\_\_\_ is not possible to show image or provide very specific information and used infrequently by all but the biggest event operator.
10. \_\_\_\_\_ is a stimulation of demand for a product or service by providing commercial significant news about the product or service in published medium or obtaining favorable editorial presentation in a medium, such as a newspaper, free of charge.

[10 MARKS]

**PART C**

This part contains of **FIFTEEN (15)** questions.

Answer **ALL** questions in Answering Booklet.

**QUESTION 1**

Based on your knowledge, interpret the meaning of an event management and give example to support your answer.

(2 marks)

**QUESTION 2**

Indicate **five (5)** major factors that influence in organizing events.

(5 marks)

**QUESTION 3**

Find **three (3)** criteria size of minor events.

(3 marks)

**QUESTION 4**

Describe **two (2)** characteristics in developing the best event concept.

(4 marks)

**QUESTION 5**

Identify any **two (2)** importances of floor plan in organizing an event.

(2 marks)

**QUESTION 6**

Draw any **two (2)** types of seating style.

(4 marks)

**QUESTION 7**

Based on your opinion, interpret the definition of an event venue and sites.

(2 marks)

**QUESTION 8**

Classify **four (4)** requirements of an event venue and sites.

(4 marks)

**QUESTION 9**

Discover **four (4)** checklists by confirming the venue arrangement.

(4 marks)

**QUESTION 10**

Give **four (4)** examples of food and beverages element in sponsorship.

(4 marks)

**QUESTION 11**

Explain **two (2)** motives for sponsorship.

(4 marks)

**QUESTION 12**

Find **two (2)** types of potential blocks to successful sponsorship.

(2 marks)

**QUESTION 13**

Show **four (4)** stages in buyer behavior.

(4 marks)

**QUESTION 14**

Differentiate between **two (2)** criteria of internet advertising and print advertising.

(4 marks)

**QUESTION 15**

State any **two (2)** guidelines for preparing a media press release will help to ensure that the reader sits up and takes notice.

(2 marks)

**[50 MARKS]**

**PART D**

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

Answer **ALL** questions in Answering Booklet.

**QUESTION 1**

Market segmentation can be defined in a several ways. Its can help the event organizer to recognize their audience and manage an event based on audience's needs and wants to achieve.

Analyze **five (5)** types of market segmentation and give the examples to support your answer.

(10 marks)

**QUESTION 2**

In order to choose an appropriate venue for an event involving a stage and set, it is necessary to know the types of props that will be required and the equipment needed to install them. Monitoring staging with contractors is an important element to setup the event staging.

a. Determine **three (3)** types of monitoring staging when working with contractors and give the examples to support your answer.

(6 marks)

b. Classify **two (2)** types of managing the environment in terms of waste management and give the examples to support your answer.

(4 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**