



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME	:	EVENT MANAGEMENT
COURSE CODE	:	DHM 3163
EXAMINATION	:	OCTOBER 2018
DURATION	:	3 HOURS

INSTRUCTION TO CANDIDATES

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. 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. Answer Booklet

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

This examination paper consists of 12 printed pages including front page

PART A

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

Answer ALL in Objective Answer Paper.

1. Targeted at international markets, it is the largest events compared to others and it is a large number of participants. This statement is about

- A Minor Event
- B Major Event
- C Mega Event
- D Hallmark Event

2. MICE stand for

- A Meeting, Industry, Commercial, Event
- B Meeting, Incentive, Conference, Esthetic
- C Meeting, Incentive, Conference, Exhibition
- D Measurable, Industry, Commercial, Exhibition

3. Below are the event team that work together in managing an event, EXCEPT

- A Venue Manager
- B Security company
- C Human resources
- D Public Relations and marketing consultant

4.

Attract sportsmen and women from the highest level from all over the world.

This statement is referring to

- A Family Event
- B Political Event
- C Cultural Event
- D Sporting Event

5. Economy is one of the aspect need to be considered when select for the MICE event site. What are the other aspects that need to be considered?

- A Event
- B Income
- C Facilities
- D Transportation

6.

This layout is suitable for the training or seminar. This layout also not recommended for the food event. It could be the good layout if there is no reading or writing required.

The statement above refers to type of seating of

- A U Shape
- B Boardroom
- C Theater style
- D Classroom style

7. SMART element is stand for
- A Specific, media, achievable, realistic, threat
 - B Specific, measurable, achievable, realistic, timing
 - C Specific, magnificent, attainable, realistic, time bound
 - D Specific, measurable, attainable, realistic, time bound
8. Event organizer needs to consider where the money will be coming from to pay for the cost of the event. The principle sources of event income are
- A Money paid for the venue fee
 - B Money collected from donation
 - C Money paid by the event participant
 - D Money collected from the event team
9. Below are several keys to success that the event organizer can be used as a guidelines to ensure the successful of the event, EXCEPT:
- A What are the risk
 - B Is the event good idea
 - C Is the event gained a lot of profit
 - D Is the host Community supportive
10. The event has a strong funding, good potential for sponsor and they have a well trained staff. This statement is referring to
- A opportunity
 - B strength
 - C threat
 - D weakness

11.

- ❖ *This layout style is often used for Board of Direction meeting.*
- ❖ *Audio - visual presentation.*

The statement above refers to type of seating of

- A U Shape
- B Boardroom
- C Theater style
- D Classroom style

12. Which of the following refer to the disadvantage of boardroom design layout?

- A Good work space
- B Not ideal for small group
- C Not ideal for audio visual presentation
- D The participant only see the other's back

13.

- ❖ *Fun and enjoyable*
- ❖ *The host's home is not usually a good choice due to parking constraint, so another location may be preferable.*

This statement above refers to type of events of

- A MICE
- B Family events
- C Fundraising events
- D Commercial, marketing and promotional events

14. The third purpose of the event is

- A making profit
- B achieve memorable experience
- C community or social responsibilities
- D bringing participants up to date with the latest changes

15.

- i. Kabuki*
- ii. Hari Gawai*
- iii. Japanese Woodblock Prints*

What is the theme of the event above?

- A Food
- B Artistic
- C Sporting
- D Geographical and cultural

16. Below are types of advertising EXCEPT

- A Book
- B Print
- C Radio
- D Direct mail

17. Entertainer for the Career Talk event can be

- A singer
- B dancer
- C good speaker
- D experience chef

18. When considering the choice of venue, the organizer need to look at the number of factors, EXCEPT
- A Profit
 - B Location
 - C Ambiance
 - D Access of public transport
19. In confirming the venue for event, the first step that event organizer need to
- A make a list
 - B search about the place history
 - C Make a payment for the venue
 - D start early on searching the venue at least six months before
20. Which is a failure in running an event?
- A Good team
 - B Get the support from the local community
 - C Organizer have a skill in organize and run the event
 - D Poor communication between team members or clients

[20 MARKS]

PART B

This part contains of TWENTY(20) questions.

Answer ALL questions in Answer Booklet.

external	pollution	money	objective	emotion
risk	internal	entertainment	calm	strategic
technical support	technology	geographic	gender	partnersip
evaluation	decriptive	product	site	capacity
budget	client	sponsor	command	guidline

1. Event organizer must ensure that their event have special _____ which can attract people to attend the event.
2. The reason of the failure event is lack of _____ planning.
3. The meaning of _____ is the person that using the service of a social service agency.
4. Many _____ use events to promote a product.
5. New _____ especially anything used to demonstrate new product, needs to be tested thoroughly many rehearsals.
6. Venue used mainly for build structure and _____ is for outdoor space.
7. The major considerations for selecting an event venue include _____.
8. Proper consideration and _____ sold be made before a location is chosen.
9. One of the first variable that the team could use in their segmentation strategy is _____.

10. Demographics are the market segmentation that refers to the race, _____ age and family size.
11. There are attribute of your project or organization wih harmful in achieving _____.
12. Food poisoning is one of the possibility _____ associated with an event.
13. Environmental protection legislation aims to prevent _____ including air and waterways.
14. One of the motives for sponsorship is _____ objective which many sponsor use event to promote a product.
15. A business can take the form of a sole trader, _____ company.
16. One of the _____ of preparing a press release is the press releases should be short and to the point.
17. Promotional event tend to have high _____ and high profile.
18. Brochure is an advertisement item that needs to be _____ informative and colorful.
19. Employee's obligation is to obey the lawful and reasonable _____ of the employer.
20. Threat is the _____ factors that are harmful in achieving the event objective.

[20 MARKS]

PART C

This part contains of **SIX(6)** questions.

Answer ALL questions in Answer Booklet.

QUESTION 1

List down **FIVE (5)** legislation relevant to event.

(5 marks)

QUESTION 2

Draw the picture of Classroom event layout and explain in detail about the layout.

(5 marks)

QUESTION 3

List down **FIVE (5)** factor when considering the choice of venue.

(5 marks)

QUESTION 4

List down **FIVE (5)** steps to confirming venue arrangement.

(5 marks)

QUESTION 5

Identify **FIVE (5)** characteristics of Sporting Event.

(5 marks)

QUESTION 6

Analyze **FIVE (5)** elements that sponsorship may cover in certain event.

(5 marks)

[30 MARKS]

PART D

This part contains of **FOUR (4)** questions. Answer **TWO (2)** questions only.

Answer the questions in Answer Booklet.

QUESTION 1

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

- a. Analyze and explain **FIVE (5)** types of market segmentation.

(10 marks)

- b. List down **FIVE (5)** reasons why market segmentation is necessary.

(5 marks)

[15 MARKS]

QUESTION 2

Developing a budget is one of the first and most important tasks in managing an event.

- a. Identify **FIVE (5)** ways to planning the operating budget.

(10 marks)

- b. List down **FIVE (5)** sources of funding.

(5 marks)

[15 MARKS]

QUESTION 3

- a. Identify **FIVE (5)** step on looking for sponsorship

(10 marks)

- b. List down **FIVE(5)** potential sponsorship

(5 marks)

[15 MARKS]

QUESTION 4

Events can be classified based on several sizes.

- a. Differentiate the characteristic of Hallmark event and Minor event.

(10 marks)

- b. List down **FIVE (5)** characteristics of Mega event

(5 marks)

[15 MARKS]

[30 MARKS]

END OF QUESTION PAPER

