



KOLEJ YAYASAN PELAJARAN JOHOR

FINAL EXAMINATION

COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM3163
EXAMINATION : DECEMBER 2022
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consist of **THREE (3)** parts :
 - PART A (30 Marks)
 - PART B (40 Marks)
 - PART C (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. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An answering 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 consist of **THIRTY (30)** questions.

Answer ALL in the Objective Answer Paper.

1. Which of the following can be classified based on the type of event?

- A Minor Events.
- B Major Events.
- C Family Events.
- D Hallmark Events.

2.

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

Statement 1.0

What does the Statement 1.0 refer to?

- A Block.
- B Classroom.
- C Theatre style.
- D Oval boardroom.

3. MICE stands for _____.

- A Meeting, Industry, Commercial, Event
- B Meeting, Incentive, Conference, Exhibition
- C Management, Industry, Conference, Equipment
- D Management, Incentive, Corporate, Entertainment

4. An event is _____.

- A a ceremony to satisfy specific needs
- B a reunion of people for private or public celebration
- C anything that happen, as distinguished from anything that exist
- D a special event recognize an unique moment in time with ceremony

5. "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
6. "Jom Heboh" is categorized in size of _____ event.
- A mega
 - B major
 - C hallmark
 - D entertainment

7.

The event has a strong funding, good potential for sponsor and they have a well trained staff.

Statement 2.0

What does the Statement 2.0 refer to?

- A Threat.
 - B Strength.
 - C Weakness.
 - D Opportunity.
8. What is the first step in writing paperwork?
- A Title.
 - B Date.
 - C Theme.
 - D Purpose.

9. A _____ is an expert in the field of communicating information to others.
- A forum
 - B lecture
 - C seminar
 - D meeting
10. SMART stands for _____.
- A Start, Measurable, Record, Achievable, Time
 - B Start, Meeting, Available, Reasonable, Theme
 - C Specific, Meeting, Achievable, Realistic, Theme
 - D Specific, Measurable, Achievable, Realistic, Time
11. Below are several keys to success that the event organizer can use as guidelines to ensure the success of the event, **EXCEPT**
- A Risk.
 - B Event good idea.
 - C Event gained a lot of profit.
 - D The host community supportive.
12. An appropriate organizational structure will help the team to achieve _____.
- A goal
 - B target
 - C benefit
 - D specific task
13. There are three types of sponsorship, package, naming rights and _____.
- A event team
 - B value in kind
 - C proposal of the event
 - D management of the event

14.

Reunion of people for
private or public celebration.

Statement 3.0

Based on the statement 3.0, who is the person mentioned the statement above?

- A Goldblatt.
- B Dictionary.
- C John Adam.
- D Glenn Mc Cartney.

15. Demographic segmentation is based on _____.

- A religion
- B opinion
- C lifestyle
- D knowledge

16. The second purpose of confirming venue arrangement is to _____.

- A check the cost
- B check the size
- C check the location
- D calculate the site budget

17. In designing an event there are several factors such as layout, deco,
_____ and theme.

- A date
- B supplier
- C location
- D weather

18. In choosing a venue, you need to consider the following factor, **EXCEPT**
- A Safety.
 - B Parking.
 - C Location.
 - D Organizer.
19. Facebook is also known as _____.
- A direct advertising
 - B internet advertising
 - C television advertising
 - D entertainment advertising
20. Below are the types of advertising **EXCEPT**
- A Book.
 - B Print.
 - C Radio.
 - D Direct mail.
21. Which of the following is **NOT** referring to family event?
- A Class.
 - B Wedding.
 - C Family day.
 - D Birthday party.
22. Which of the following seating style suitable for a seminar?
- A U-shape.
 - B Theatre.
 - C Classroom.
 - D Boardroom.

23. The fourth purpose of the event is _____.

- A making profit
- B achieve memorable experience
- C facilitate an exchange information
- D community or social responsibilities

24. Baby boomers generation is define for those people who were born between _____.

- A 1946 – 1955
- B 1980 – 2000
- C 1990 – 2020
- D 1955 - 1980

25. Informal discussion based on the title chosen by group is called _____.

- A panel
- B forum
- C colloqium
- D conference

26. Possible risk in your event includes _____.

- A community
- B performance
- C photographer
- D crowd control

27. Secondary research describes information about _____.

- A promotion
- B publication.
- C advertising
- D target market

28. When the event team identify their target market based on personalities, it's refer to market segmentation _____.

- A behaviour
- B generation
- C demographic
- D psychographic

29.

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

Statement 4.0

Statement 4.0 are referring to _____.

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

30. Client service evaluation can use a formal method such as _____.

- A email
- B message
- C qualitative research
- D quantitative research

[30 MARKS]

PART B

This part consist of **EIGHT (8)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

All events are significant and the customers who are required them deserve the best possible service. Determine **five (5)** importance of event.

(5 marks)

QUESTION 2

Every manager's job is to create the ideal environment and reduce conflict.

Indicate **five (5)** legislation to an event.

(5 marks)

QUESTION 3

Event could be classified based on sizes and types.

Discuss **five (5)** types of event.

(5 marks)

QUESTION 4

Interpret **five (5)** terms of below:

- a. Clinic
- b. Panel
- c. Workshop
- d. Institute
- e. Convention

(5 marks)

QUESTION 5

Analysing and planning preventive can reduce potential risk.

Identify five (5) possible risks of an event.

(5 marks)

QUESTION 6

The organizer must determine the purpose of the event.

Provide five (5) steps of key to success of an event.

(5 marks)

QUESTION 7

Legislation could have impact on event operation.

Discover five (5) approvals required by the council.

(5 marks)

QUESTION 8

Market segmentation can be define in several ways.

Give five (5) reasons why market segmentation is necessary.

(5 marks)

[40 MARKS]

PART C

This part consist of **THREE (3)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

Today, the celebrations industry includes ten of thousands of hardworking professional, who for the first time in the industry history, are truly working together to offer their clients the excellent service and product the deserver.

Figure 1.0

- a. Based on figure 1.0, construct **four (4)** types of an event in details.
(8 marks)

- b. Illustrate **three (3)** differences between **Mega Event** and **Hallmark Event**.
(6 marks)

QUESTION 2

A floor plan will be one of the most important document that you and your vendor rely during an event.

Figure 2.0

Based on figure 2.0, sketch and discuss about **Theatre** and **Classroom** seating style
(6 marks)

QUESTION 3

Promotion is a crucial part of marketing of any event. Produce **five (5)** advertising strategies to promote event with an example.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER