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ONLINE FINAL EXAMINATION

COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM3163
EXAMINATION : DECEMBER 2021
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts: PART A (20 Marks)
PART B (50 Marks)
PART C (30 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
4. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C) No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

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

This examination paper consists of 11 printed pages including front page

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PART A

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

Answer ALL in the Answer Sheet.

1. A potential sponsor for an event could be _____.
- A a hotel
 - B a school
 - C a factory
 - D a individual

2.

A workshop when participant learn and practical.

Statement 1.0

What does the Statement 1.0 refer to?

- A Clinic.
 - B Forum.
 - C Seminar.
 - D Workshop.
3. Which of the types of event includes music and costume?
- A MICE
 - B Family event.
 - C Marketing Event.
 - D Entertainment event.
4. A panel is _____.
- A a ceremony to satisfy specific needs
 - B two or more speaker expressing their opinion
 - C an informal discussion based on the title choose by the group
 - D a special event recognize an unique moment in time with ceremony

5. Marketing tend to have high _____ and high profile.

- A quality
- B budget
- C product
- D promotion

6. "KL Grand Prix" is category in size of _____ event.

- A mega
- B major
- C hallmark
- D entertainment

7.

People who have born between 1946 - 1955

Statement 2.0

What does the Statement 2.0 refer to?

- A Generation X.
- B Generation Y.
- C Generation Z.
- D Baby Boomers.

8. Which of the following is **NOT** referring to minor event?

- A Wedding.
- B Market stall.
- C Engagement.
- D Birthday Party.

9. The major consideration for selecting an event venue includes _____.
- A cost
 - B money
 - C storage idea
 - D transport and parking
10. A person who uses the service of social service agency is known as _____.
- A client
 - B family
 - C competitor
 - D corporate team
11. Below are several keys types of venue site constraint, **EXCEPT**
- A Risk.
 - B Legal.
 - C Ethical.
 - D Historical.
12. Which of the following seating style is suitable for a seminar?
- A Theatre.
 - B U-shape.
 - C Boardroom.
 - D Classroom.
13. What are the possible risk when organizing outside catering?
- A Theme.
 - B Weather.
 - C Decoration.
 - D Food poisoning.

14.

Special event and unique moment.

Statement 3.0

Which of the following gives the statement above?

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

15. Behaviour segmentation is based on _____.

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

16. The second purpose stage in buyer behaviour _____.

- A awareness
- B testing and evaluate
- C interest and knowledge of product
- D becoming satisfied or recommending to others customer

17. Which of the following is **NOT** following item consider the choice of venue?

- A Safety.
- B Parking.
- C Location.
- D Organizer.

18.

Pre – determined fund
X
Fundarising

Statement 4.0

Based on Statement 4.0, what does X refer to?

- A Cost.
 - B Money.
 - C Supplier.
 - D Sponsorship.
19. Magazine is also known as _____.
- A direct advertising
 - B print advertising
 - C television advertising
 - D entertainment advertising.
20. Below are types of market segmentation **EXCEPT**
- A Autocratic.
 - B Demographic.
 - C Psychographic.
 - D Socioeconomic.

[20 MARKS]

PART B

This part consists of **ELEVEN (11)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Strategic location will make your event success.

State **five (5)** factors to consider when choosing the venue for an event.

(5 marks)

QUESTION 2

Budget helps to establish of an event.

Describe **five (5)** principle sources of an event.

(5 marks)

QUESTION 3

Event have several categories of an event.

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

(5 marks)

QUESTION 4

Props in stage will be required equipment to install them.

Classify **four (4)** element in staging equipment?

(4 marks)

QUESTION 5

Venue is important to ensure your event success.

Explain **four (4)** time related factors of timing an event.

(4 marks)

QUESTION 6

State **two (2)** differences exist between generation segmentation and behavior segmentation.

(2 marks)

QUESTION 7

Venue and location is most important factors to consider.

Determine **five (5)** major considerations for selecting event venue.

(5 marks)

QUESTION 8

Develop budget and sponsor is one of the first important task in managing an event.

Prepare **five (5)** steps when looking for sponsorship

(5 marks)

QUESTION 9

Event organizer have to considered major significant of an event.

Discover **five (5)** characteristics of a sporting event.

(5 marks)

QUESTION 10

Describe **five (5)** equipment to be used for staging element according to licensing regulation.

(5 marks)

QUESTION 11

Event concept should considered of an event.

Identify **five (5)** factors in event concept.

(5 marks)

[50 MARKS]

PART C

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

Answer ALL questions in the Answer Sheet.

QUESTION 1

Sponsorship is a business relationship between a provider of funds, resources or service and an individual, event or organization which offers in return.

- a. There are many different motives for sponsoring an event and these fit into major categories. What are the **four (4)** motives for sponsorship?

(8 marks)

- b. Prepared **two (2)** types of financial resource for an event.

(2 marks)

QUESTION 2

When analyzing the event venue requirement, the event organizer needs to ensure they choose a suitable site based on the event requirement.

Determine **five (5)** early steps in confirming venue arrangement.

(10 marks)

QUESTION 3

The most commonly used form for public relations is the press release.

Construct **five (5)** guidelines for preparing a press release.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER