



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM 3163
EXAMINATION : JANUARY 2024
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

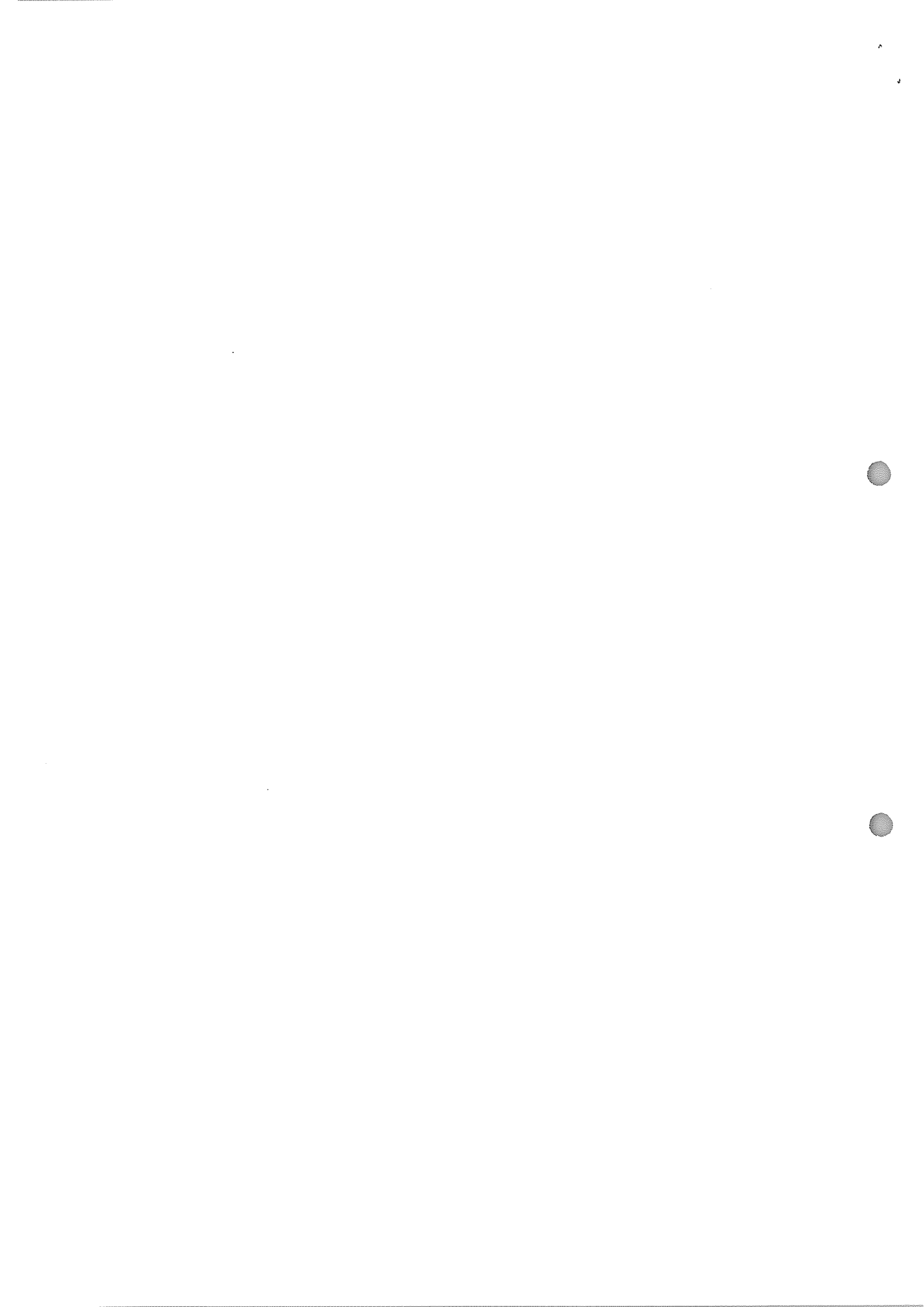
1. This examination paper consists of **FOUR (4)** parts:
 - PART A (30 Marks)
 - PART B (10 Marks)
 - PART C (40 Marks)
 - PART D (20 Marks)

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 consists 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 **13** printed pages including front page*



PART A

This part consists **THIRTEEN (30)** questions.

Answer ALL in the Objective Answer Paper.

1. Which of the following is important for an event?

- A Salary.
- B Transportation.
- C Work and position.
- D Facilities and equipment are available.

2. A track local audience and a smaller number of participants is referred to the _____.

- A major event
- B minor event
- C mega event
- D hallmark event.

3.

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

Statement 1.0

Statement 1.0 is refers to _____.

- A block
- B classroom
- C theatre style
- D oval boardroom

4. 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 Risk.
 - B Event good idea.
 - C Event gained a lot of profit.
 - D The host community supportive.
5. An event is _____.
- A a ceremony to satisfy specific needs.
 - B a reunion of people for private or public celebration.
 - C a special event recognizes a unique moment in time with ceremony.
 - D anything that happens, as distinguished from anything that exists.
6. The event has a strong funding, good potential for sponsors and they have a well-strained staff. This statement is referring to _____.
- A threat
 - B strength
 - C weakness
 - D opportunity

7.

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

Statement 2.0

Statement 2.0 refers type of seating style _____.

- A theater
- B u shape
- C classroom
- D boardroom

8. _____ an informal discussion based on the title chosen by the group.
- A Colloquium
 - B Convention
 - C Conference
 - D Symposium
9. An appropriate of organizational structure will help the team to achieve _____.
- A goal
 - B target
 - C benefit
 - D specific task
10. Sponsorship is defined as _____
- A event team that manages the event together.
 - B organization that charged the event organizer for the venue of the event.
 - C a person who manages the event and follows the needs of the client and audience.
 - D business association between the contributor of funds and an organization so that the partnership can be used for commercial advantage.
11. There are three types of sponsorship which are sponsorship package, naming right and _____.
- A event team
 - B value in kind
 - C proposal of the event
 - D management of the event

12.

A workshop when participants learn and practical

Statement 3.0

Statement 3.0 refers to _____.

- A clinic
- B forum
- C seminar
- D workshop

13. The fourth purpose of the event is _____.

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

14. Timing of the event consists of several factors such as season, day of week, time of the day and _____.

- A location
- B weather
- C duration
- D ambiance

15. This following considering the choice of venue, EXCEPT

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

16.

- | |
|------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">- Sportmen and woman- Target international market |
|------------------------------------------------------------------------------------------------------------|

Statement 4.0

Based on statement 4.0, the statement refers to _____.

- A minor event
- B MICE event
- C family event
- D sporting event

17. When considering the choice of venue, the organizer needs to look at the number of factors, EXCEPT

- A Profit.
- B Location.
- C Ambiance.
- D Access to public transport.

18. Below are the types of advertising EXCEPT

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

19. Entertainer for the Career Talk event could be _____.

- A a singer
- B a dancer
- C a good speaker
- D an experienced Chef

20. In confirming the venue for an event, the first step that the event organizer need to do is _____.
- A make a list
 - B search about the places history
 - C make a payment for the venue
 - D start early on searching the venue
21. In event layout design, why is it important to consider the preferences of the target audience?
- A To selecting event vendors.
 - B To determining the event theme.
 - C To planning entertainment activities.
 - D To create a layout that aligns with attendee expectations and preferences.
22. Why is it important to conduct a site visit as part of the event layout design process?
- A Determining the event date.
 - B Planning entertainment activities.
 - C Search about the venue and the places history.
 - D To assess the venue's physical characteristics and potential layout challenges.
23. What is the purpose of creating a timeline in event layout design?
- A Part of the agenda.
 - B Search about the location.
 - C Ensuring selection of event vendors.
 - D Ensuring a smooth flow of events and activities throughout the day.
24. What does the term "event layout" refer to?
- A Event space.
 - B Search about the place's history.
 - C Arrangement of physical elements.
 - D Start early on searching the venue.

25. What role does lighting play in event layout design?
- A Selecting event dates.
 - B Planning seating arrangements.
 - C Setting the mood and ambiance.
 - D Determining attendee demographics.
26. What is the primary function of signage in event layout design?
- A Selecting event dates.
 - B Selecting event vendors.
 - C Planning seating arrangements.
 - D Providing directions and information to attendees.
27. Why is it important to consider the event's theme in the layout design?
- A Ensuring the layout aligns with the overall event concept.
 - B Addressing unforeseen issues or challenges during the event.
 - C Ensuring a smooth flow of events and activities throughout the day.
 - D Preparing for adverse weather conditions and ensuring attendee safety.
28. Why is it important to consider safety regulations when designing an event layout?
- A For the security of attendees.
 - B Planning entertainment activities.
 - C Ensuring a smooth flow of events.
 - D Creating a visually pleasing and cohesive environment.
29. In outdoor event layout design, what is the primary consideration?
- A Weather conditions.
 - B Achieve memorable experience.
 - C Community or social responsibilities.
 - D Facilitate an exchange of information.

30. Why is it important to confirm the venue's audiovisual capabilities?

- A Details about parking availability, costs, and logistics.
- B Details about food and beverage services provided by the venue.
- C Ensuring the venue can meet the event's audiovisual requirements.
- D Ensuring that the venue can provide necessary assistance during the event.

[30 MARKS]

PART B

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

Answer ALL questions in the Answering Booklet.

Hallmark event	Veneu	Meeting	Security	Culture
Supplier	Location	Skill	Convention	entertainment

1. A _____ designated to promote of a specific tourism destination.
2. Wedding, celebration, _____ more common and smaller event size.
3. The largest meeting arranged with the aim of mutual interest also known as _____.
4. "Japanese Woodblock Print" is one example of _____ theme.
5. The first thing of event _____ and layout is to make sure customer comfortable and accessible.
6. A good relationship with _____ will ensure that only quality products ill received.
7. The organizer has a _____ in organize and run the event.
8. The event organizer must ensure that their event has special elements to attract people to attend their event _____ and activities.
9. Proper consideration and evaluation should be made before _____ is choosen.
10. A choice of the event venue must ensure that _____ of guests and the environment at the event venue are in a good condition.

[10 MARKS]

PART C

This part contains **EIGHT (8)** questions.

Answer ALL questions in the Answering Booklet.

QUESTION 1

Discuss **five (5)** elements to develop the event theme.

(5 marks)

QUESTION 2

Interpret in detail of term below:

- a) Panel
- b) Clinic
- c) Panel
- d) Seminar
- e) Workshop

(5 marks)

QUESTION 3

Explain **five (5)** elements of inspections for selecting an event venue.

(5marks)

QUESTION 4

Classify **five (5)** types of advertising

(5 marks)

QUESTION 5

Determine five (5) other factors to get financial resources.

(5 marks)

QUESTION 6

Prepare five (5) types of venue constraints that can be classified.

(5 marks)

QUESTION 7

Find five (5) possible risks of an event.

(5 marks)

QUESTION 8

Discover five (5) processes confirming venue arrangements.

(5 marks)

[40 MARKS]

PART D

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

Answer the questions in the Answer Booklet.

QUESTION 1

Promotion and public relations are a crucial part of the marketing of any event. As part of the marketing strategy, event promotion involves communicating the image and content of the event program to the potential audiences.

Construct **ten (10)** guidelines for preparing a press release.

(10 marks)

QUESTION 2

Market segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing actions.

Classify

five (5) types of market segmentation with an example.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER

