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FINAL EXAMINATION**

COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM 3163
EXAMINATION : OKTOBER 2017
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR (4)** :
 - 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. 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

2. SMART element is stand for :
 - A. Specific, media, achievable, realistic, threat
 - B. Specific. Measureable, achievable, realistic, timing
 - C. Specific, measureable, attainable, realistic, time bound
 - D. Special, measureable, attainable, realistic, time bound

3. This layout is suitable for the training or seminar. This layout also not recommend for the food event. It could be the good layout if there is no reading or writing required. This statement is referring to _____.
 - A. block
 - B. classroom
 - C. oval boardroom
 - D. theatre style

4. Below are several key 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

5. The event has a strong funding, good potential for sponsor and they have a well trained staff. This statement is referring to _____.
- A. threat
 - B. strength
 - C. weakness
 - D. opportunity
6. Economy is one of the aspect need to consider 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
7. Which of the following flow is refer to the Cycle of ongoing event research to meet the changing need of client population.
- A. Conduct research and analysis → Develop client service → implement event
→ Evaluate client and client service
 - B. Conduct research and analysis → Implement event → develop client service
→ Evaluate client and client service
 - C. Evaluate client and client service → implement event → Develop client service
→ Conduct research and analysis
 - D. Implement event → conduct research and analysis → develop client service
→ Evaluate client and client service

8. Event organizer need 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. Motive of sponsorship consisting of brand/product objective. Which one is related to brand/product objective?
- A. The sales staff will stay at the event
 - B. Promoting the organization's image.
 - C. Provide to key staff as an incentive for good performance
 - D. The product will be displayed or can be a sampled at the event.
10. Sponsorship is define as _____ :
- A. Event team that managing the event together
 - B. Organization that charged the event organizer for the venue of the event.
 - C. A person who manage the event and follow 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. The host's home isn't usually a good choice due to parking constraint; therefore another location may be preferable. This statement is refer to _____ event.
- A. family
 - B. fundraising
 - C. MICE
 - D. sporting
13. The fourth purpose of the event is _____.
- A. making profit
 - B. achieve memorable experience
 - C. facilitate an exchange information
 - D. community or social responsibilities
14. Timing of the event consists of several factors such as season, day of week _____ and duration.
- A. ambiance
 - B. location
 - C. time of day
 - D. weather
15. 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
16. Most events adopt a color scheme that is repeated on all items produce for the event such as _____.
- A. venue
 - B. event Logo
 - C. event activities
 - D. merchandise item

17. 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

18. Below are types of advertising **EXCEPT**:

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

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

- A. dancer
- B. singer
- C. a good speaker
- D. experience Chef

20. In confirming the venue for event, the first step that event organizer need to is _____.

- A. make a list
- B. make a payment for the venue
- C. search about the place history
- D. start early on searching the venue

[20 MARKS]

PART B

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

Answer ALL questions in Answer Booklet.

external	guideline	psychographic	fundraising	technical support
yellow pages	client	front	pollution	sales
risk	command	layout	budget	accessibility
geographic	internal	entertainment	strategic	gender
descriptive	site	email	product	radio

1. Rows of conference table with chairs facing the _____ of a room and providing writing space for each attendee.
2. Food poisoning is one of the possibility _____ associated with an event.
3. One of the motives for sponsorship is _____ objective which many sponsor use event to promote a product.
4. Evaluating client service relationship can be done by telephone, _____ or face to face.
5. Event organizer must ensure that their event have special _____ which can attract people to attend the event.
6. Promotional event tend to have high _____ and high profile.
7. Venue used mainly for build structure and _____ is for outdoor space.
8. Environmental protection legislation aims to prevent _____ including air and waterways.

9. The meaning of _____ is the person that using the service of a social service agency.
10. Newspaper and magazines, are the media most ommonly used for advertising, although a _____ listing is essential for most small operation
11. It is important to check the internal _____ of event venues and not just depend on the beautiful brochure picture taken from outside.
12. One of the site selections for MICE event is the distance and _____
13. The major considerations for selecting an event venue include _____
14. One of te first variable that the team coud use in their segmentation strategy is _____
15. Reason the failure of an event is lack of _____ planning.
16. Employee's obligation is to obey the lawful and reasonable _____ of the employer.
17. Threat is the _____ factors that are harmful in achieving the event objective.
18. One of the _____ of preparing a press release is the press releases should be short and to the point.
19. Demographics is a market segmentation that refers to the race, _____ age and family size.
20. Brochure is an advertisement item that needs to be _____, informative and colorful.

[20 MARKS]

PART C

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

Answer ALL questions in Answer Booklet.

QUESTION 1

Define the following terms.

- a. Strength
- b. Opportunity
- c. Naming right
- d. Socioeconomic segmentation
- e. Commercial, marketing and promotional event

(5 marks)

QUESTION 2

List down **FIVE (5)** elements required in designing the event layout.

(5 marks)

QUESTION 3

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

(5 marks)

QUESTION 4

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

(5 marks)

QUESTION 5

There are four level of sponsorship package. All the level has their specification. Identify **FIVE (5)** characteristic in PLATINUM PACKAGE (RM 2500 – RM 3000)

(5 marks)

QUESTION 6

Draw the picture of U-Shape event layout and explain in detail about the layout.

(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

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

- a. Identify **FIVE (5)** early steps in confirming venue arrangement

(10 marks)

- b. List down **FIVE (5)** venue and site requirements

(5 marks)

[15 MARKS]

QUESTION 3

Events could be classified based on several sizes.

- a. Differentiate the characteristic of Mega event and Major event.
(10 marks)

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

[15 MARKS]

QUESTION 4

- a. Identify **FIVE (5)** initial steps in planning the operating budget for event
(10 marks)

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

[15 MARKS]

[30 MARKS]

END OF QUESTION PAPER

