



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

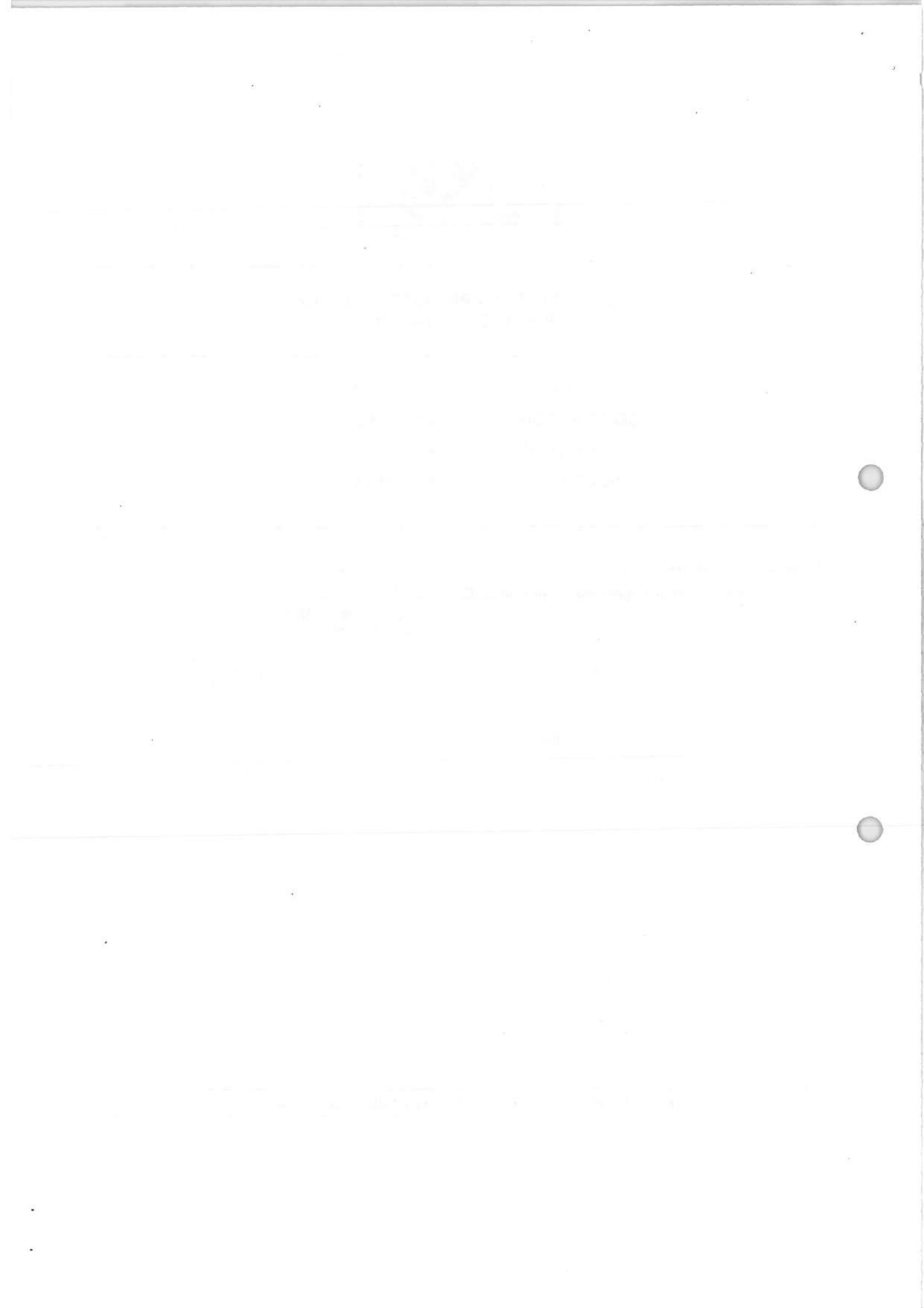
COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM 3163
EXAMINATION : OCTOBER 2019
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts PART A (20 MARKS)
PART B (60 MARKS)
PART C (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 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 11 printed pages including front page



PART A

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

Answer ALL in Objective Answer Paper.

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

- A MICE
- B Sport event
- C Minor event
- D Political event

2. MICE stands for _____.

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

3.

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

Figure 1.0

Figure 1.0 is referring to _____.

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

4. 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
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 recognize an unique moment in time with ceremony
 - D anything that happen, as distinguished from anything from anything that exist
6. 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

7.

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

Figure 2.0

Figure 2.0 refer to the type of seating style of a _____.

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

8. A _____ is an informal discussion based on the title chosen by the group.
- A colloquium
 - B convention
 - C conference
 - D cymposium
9. An appropriate organizational structure will help the team to achieve _____.
- A benefit
 - B goal
 - C target
 - D specific task
10. Sponsorship is defined 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.

A workshop when participants learn and
practice

Figure 3.0

Figure 3.0 refers to _____.

- A clinic
 - B forum
 - C seminar
 - D workshop
13. The fourth purpose of an event is _____.
- A making profit
 - B achieve memorable experience
 - C facilitate an exchange information
 - D community or social responsibilities
14. Timing of an event consists of several factors such as season, day of week, _____ and duration.
- A ambiance
 - B location
 - C time of day
 - D weather
15. The following consider the choice of venue, **EXCEPT**
- A location
 - B organizer
 - C parking
 - D safety

16.

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

Figure 4.0

Based on figure 4.0, statements are referring to _____

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

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 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 place history
- C make a payment for the venue
- D start early on searching the venue

[20 MARKS]

PART B

This part contains **FIFTEEN (15)** questions.

Answer ALL questions in the Answering Booklet.

QUESTION 1

List down **five (5)** the importance of event.

(5 marks)

QUESTION 2

Explain in detail

- a) Panel
- b) Clinic
- c) Workshop

(3 marks)

QUESTION 3

Identify **five (5)** elements that sponsorship may cover in a certain event.

(5 marks)

QUESTION 4

List down **five (5)** principle sources of event.

(5 marks)

QUESTION 5

State any **four (4)** importance of event concept.

(2 marks)

QUESTION 6

Give **four (4)** elements required in designing event layout.

(2 marks)

QUESTION 7

Identify **six (6)** types of venue constraints.

(3 marks)

QUESTION 8

Identify the possible risks of an event and their example.

(5 marks)

QUESTION 9

List down **four (4)** importance project information

(2 marks)

QUESTION 10

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

(5 marks)

QUESTION 11

Write down the importance of event layout.

(5 marks)

QUESTION 12

Recognize **five (5)** steps when looking for sponsorship.

(5 marks)

QUESTION 13

Describe **five (5)** guidelines to follow for preparing press release.

(3 marks)

QUESTION 14

Write down the detailed process of sponsorship planning.

(6 marks)

QUESTION 15

Explain in detail about managing the environment.

(4 marks)

[60 MARKS]

PART C

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

Answer ALL questions in the Answer Booklet.

QUESTION 1

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

Figure 1.0

- a) Describe in detail **two (2)** types of event.

(8 marks)

- b) Recognize the difference 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

- a) Based on the figure 2.0, sketch and discuss about **Theater** and **Boadroom** seating style.

(6 marks)

[20 MARKS]

END OF QUESTION PAPER