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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. 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 categories 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 to 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 even, **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

Which of the following gives 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 confirming venue arrangement _____.

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

17. Designing of an event consists of several factors such as layout, deco,
_____ and theme.

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

18. The following consider the choice of venue, **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

[20 MARKS]

PART B

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

Answer ALL questions in the Answer Sheet.

QUESTION 1

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

(5 marks)

QUESTION 2

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

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

(5 marks)

QUESTION 3

Event could be classified based on size and types.

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

(5 marks)

QUESTION 4

To develop event concept there have variety of essential elements.

Classify **four (4)** purpose of the event?

(4 marks)

QUESTION 5

Interpret **four (4)** terms of below:

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

(4 marks)

QUESTION 6

The organizational layout have various task to be allocate.

State **two (2)** main committees in an event team.

(2 marks)

QUESTION 7

Analysis and planning preventive can reduce potential risk.

Determine **five (5)** possible risks of an event.

(5 marks)

QUESTION 8

The organizer must be determine the purpose of an event.

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

(5 marks)

QUESTION 9

Legislation could have impact on event operation.

Discover **five (5)** approvals required by the council.

(5 marks)

QUESTION 10

Market segmentation can be define in several ways.

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

(5 marks)

QUESTION 11

The budgeting process start immediately when planning an event.

Identify **five (5)** factors why your event budget increases.

(5 marks)

[50 MARKS]

PART C

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

Answer ALL questions in the Answer Sheet.

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, what are the **two (2)** types of an event in detail.

(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 are crucial part of marketing of any event. Analyse **five (5)** advertising strategies to promote event with an example.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER