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FINAL EXAMINATION**

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**COURSE NAME : EVENT MANAGEMENT**  
**COURSE CODE : DHM3163**  
**EXAMINATION : NOVEMBER 2016**  
**DURATION : 3 HOURS**

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**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 make sure that all material is available during this examination session:
  - i. Question Paper
  - ii. Objective Answer Paper
  - iii. Answer Booklet

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**DO NOT OPEN QUESTION PAPER UNTIL HAVE BEEN TOLD TO DO SO**

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*THIS QUESTION PAPER CONSISTS OF 12 PRINTED PAGES INCLUDING FRONT PAGE*

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## PART A

**INSTRUCTION: Answer ALL questions**

**Please use the OMR sheet provided**

1. Potential sponsor for an event could be .....
  - a. Individual
  - b. School
  - c. Factory
  - d. Hotel
  
2. Weak funding or sponsors are considered as .....
  - a. Opportunities
  - b. Weakness
  - c. Risk
  - d. Threat
  
3. Below is a method in evaluate marketing effort, **EXCEPT:**
  - a. Asked question to the guest
  - b. Personal selling
  - c. Research
  - d. Comment card
  
4. Ongoing communications with clients and customer is in informal way to gauge the success of relationship is refer to the .....
  - a. Evaluating client service relationship
  - b. The necessary of market segmentation
  - c. Factor of event marketing
  - d. Evaluate marketing effort
  
5. Person who using the service of social service agency if known as .....
  - a. Corporate team
  - b. Client
  - c. Family
  - d. Competitor

6. Mostly the event planner will setup the theme for their event. Theme of the event should be linked to the .....
- Audience
  - Purpose
  - Experience
  - Date
7. There are FOUR (4) purpose of the event. What is the FIRST purpose of the event?
- To facilitate exchange information, bringing participant up to date with the latest changes.
  - To achieve a memorable out-of -body experience
  - To making profit
  - For community or social responsibilities purpose
8. "Flood and crowd control" are the example of .....
- Theme of the event
  - Successful of the event
  - Target of the event
  - Possible Risk of the event
9. Before begin planning an event, event planner must implement SWOT analysis to underpin your decision making. SWOT is refer to Strength, \_\_\_\_\_, Opportunity and Threat.
- Weaknesses
  - Well plan
  - Willingness
  - Weather

10. Bad Management is one example reason for event failure. Which one is refer to bad management?
- Economic changes
  - Lack of community support
  - Reduction of participant in a particular event
  - Lack of strategic planning and ability to adapt.
11. An event manager is generally supported by the team which grows exponentially as the event drawer near. Which of the following one of the event team?
- Transportation crew
  - Cleaning company
  - Bank
  - Accommodation company
12. "Ensure that your goals can be achieved in the span of time you have to plan the event". This statement is refer to .....
- Attainable
  - Realistic
  - Measurable
  - Achievement
13. Item that always be used by the organizer to identify their theme by color is .....
- Chair
  - Flyer
  - Event uniform
  - Music

14. One of the definitions of an event is 'special event recognizes an unique moments in the time with ceremony and ritual to satisfy specific needs'. Who define this?
- Goldblatt
  - Wilkinson
  - Wikipedia
  - Donald Get
15. Market segmentation is necessary as it allows the marketers to:
- Clearly defines the customer
  - Restock the product
  - Estimate the profit and loss
  - Controlling the budget
16. High involvement of event stakeholders such as participant, spectator, sponsor, media and the government is referring to:
- Family event
  - Political event
  - Cultural events
  - Sporting event
17. Below is the Event Team, **EXCEPT**:
- Printer
  - Competitor
  - Security company
  - Entertainer

18. Example of the Mega Event is:

- a. World Cup 2010
- b. Birthday Party
- c. Wedding reception
- d. Meeting

19. Entertainer for the Career Talk event could be \_\_\_\_\_.

- a. Experience Chef
- b. Singer
- c. A good Speaker
- d. Dancer

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

- a. Start early on searching the venue
- b. Make a payment for the venue
- c. Make a list
- d. Search about the place history

**(20 marks)**

**PART B****FILL IN THE BLANKS****INSTRUCTION: Answer ALL questions**

External	Guideline	Psychographic	Fundraising	Measureable
Advertising	Client	Front	Pollution	Sales
Risk	Command	Layout	Budget	Accessibility
Political	Internal	Entertainment	Strategic	Demographic
Brochure	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. \_\_\_\_\_ is a paid communication, using one or more types of media to reach potential buyer.
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. \_\_\_\_\_ goals are a clear cut way to demonstrate the success of the event.
14. \_\_\_\_\_ event is the event that hosted by national and state government.
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. \_\_\_\_\_ is a market segmentation that refers to the age, race, gender and family size.
20. \_\_\_\_\_ is an advertisement item that needs to be descriptive, informative and colorful.

(20 marks)

**PART C****SHORT ESSAY****INSTRUCTION: Answer ALL questions****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**

In preparing the press release, the event planner has to follow the guideline to ensure that the reader sits up and take notice. Give **FIVE (5)** guidelines in preparing the press release.

(5 marks)

**Question 3**State **FIVE (5)** potential sponsor in event

(5 marks)

**Question 4**Give **FIVE (5)** types of advertising to promote the event.

(5 marks)

**QUESTION 5**

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

(5 marks)

**Question 6**

Please state **FIVE (5)** possible risks in an event

(5 marks)

**(30 marks)**

**PART D****LONG ESSAY****INSTRUCTION: Answer 2 questions only****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. List **FIVE (5)** elements that sponsor may cover.

(5 marks)

- b. There are many different motives for sponsoring an event and these fit into five major categories. List and explain **FIVE (5)** motives for sponsorship.

(10 marks)

**Question 2**

Market segmentation helps companies to target different categories of consumers who perceive the full value of certain products and services differently from one another. Market segmentation can be defined in a number of ways.

- a. Give **FIVE (5)** type of market segmentation and explain and provide example for your answer.

(10 marks)

- b. Choose one type of market segmentation and plan one event based on market segmentation you have choose. Your event and activities must suitable to your target market.

(5 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)

**QUESTION 4**

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 requirement

(5 marks)

**(30 marks)**

**“KERTAS PEPERIKSAAN TAMAT/ END OF QUESTION PAPER”**

