

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : December 9, 2015 (Wednesday)

Time : 8:00 am – 10:00 am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: THIRTY (30) Multiple Choice questions. Answer ALL the questions.

Section B : Short answer questions. Answer ALL the questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted :

Nil

Materials provided :

OMR Sheets

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Moderator : Dr Noor Azimin Zainol

This paper consists of 8 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG JAYA

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM2101: EVENT MANAGEMENT
FINAL EXAMINATION: AUGUST 2015 SESSION

Section A: (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. The internal environment of the event business analyzes the strengths and weaknesses of a business / company / organization from the perspective of _____ .
 - A. Corporate culture
 - B. Desire for quality
 - C. Information systems
 - D. Finance & ownership
 - E. All of the above

2. The external environment of the event business analyzes the P.E.S.T factors of an event business from the perspective of _____ .
 - A. People, environment, staff and tenacity
 - B. Posters, emails, social activities and telephone calls
 - C. Political, economic, sociological and technology
 - D. People, experience, strategies and tools
 - E. Plans, events, schemes and tactics

3. Sponsors are the backbone of an event but can be a liability in any of the following situations **EXCEPT** _____ .
 - A. If there is more than one major sponsor
 - B. When marketing costs are shared
 - C. When an event is sponsored by many companies (30 or more)
 - D. A change in the sponsor's reputation
 - E. Exertion of influence

4. The benefits that sponsors seek in events are all of the following **EXCEPT** _____ .
 - A. Relevant market exposure
 - B. ↑ Publicity & PR
 - C. Media exposure & heightened image
 - D. Free admission into events
 - E. To get freebies and doorgifts

5. This following marketing mix consists of the following four activities : advertising, personal selling, sales promotion and public relations.
- A. Promotion
 - B. Partnership
 - C. Packaging
 - D. Programming
 - E. People
6. This following marketing mix is a deliberate agenda and/or itinerary that is created and/or planned to achieve the events' objectives.
- A. Promotion
 - B. Partnership
 - C. Packaging
 - D. Programming
 - E. People
7. This following marketing mix is when two or more items of activities are combined and bundled to be sold as a group.
- A. Promotion
 - B. Partnership
 - C. Packaging
 - D. Programming
 - E. People
8. In considering the place for an event, the following issues need to be analyze **EXCEPT** _____ .
- A. Availability of directions
 - B. Accommodation and sustenance
 - C. Parking and emergency exits
 - D. Transport accessibility
 - E. Sponsorship requirements
9. Below are the four strategies of pricing in events **EXCEPT** _____ .
- A. Profit-oriented pricing
 - B. People-oriented pricing
 - C. Sales-oriented pricing
 - D. Competition-oriented pricing
 - E. Cost-oriented pricing

10. Who are considered as the 'customers' for events?
- A. The attendees, audience or spectators
 - B. The paying customer only
 - C. The stakeholders of the event
 - D. Individuals associated with the event only
 - E. Can be anyone
11. The event industry is divided into the following categories _____ .
- A. Meetings, incentive, convention & entertainment
 - B. Clients, contractors & volunteers
 - C. Meetings, interactions, companies & entertainers
 - D. Customer, supplier & organizer
 - E. Leisure, cultural, organizational & personal
12. What does a customer seek in events?
- A. Freebies / doorgifts / goodies
 - B. Right Product, time, place, cost, quantity & experience
 - C. The 'Wow' factor
 - D. The right type of event regardless of its costs
 - E. An option of entertainment
13. The event customers demand that the following requirements in purchasing the event **EXCEPT** _____ .
- A. Their consumer rights to be met
 - B. Reliable and high quality products & services
 - C. Courteous manner in which products & services are delivered
 - D. All inclusive package complete with accommodation, sustenance and tours
 - E. The right price with an added value
14. Meeting with customer's expectations, right cost with added value and the timing of the product are all factors that contributes towards _____ .
- A. Customer specification
 - B. Profit margin
 - C. Customer satisfaction
 - D. Customer expectation
 - E. Your bonus and salary increment

15. Customers will accept, tolerate and even forgive products or service that do not meet their requirements pending on all of the below factors **EXCEPT** _____ .
- A. What competitor's offer
 - B. No immediate competition
 - C. The chance of 15 minute fame
 - D. The chance of getting discounts / freebies
 - E. The choice of other alternatives
16. Customers perceived added value in events through the following _____ .
- A. Organized programme / theme
 - B. Freebies / giftaways / doorgifts
 - C. Reliable & consistent service
 - D. Keepsakes / Memoribilias
 - E. All of the above
17. Shareholders, Banks, Financiers, Investors, Suppliers, Employees and Community are all examples of _____ .
- A. Stakeholders
 - B. Staff of events
 - C. Paying customers
 - D. Competitors
 - E. None of the above
18. What type of document in event management provides "the visualization of the event from start to finish".
- A. Action Plan
 - B. Budget Plan
 - C. Time Schedule
 - D. Event Checklist
 - E. Event Order
19. What type of document in event management provides "the list of everything that is needed with an assign a time frame to each item".
- A. Action Plan
 - B. Budget Plan
 - C. Time Schedule
 - D. Event Checklist
 - E. Event Order

20. In events, it is imperative to constantly revitalize the business with new products and services through the following _____ .
- A. Repackaging – promoting in a different manner, change the image etc
 - B. Making minor modifications to existing products & services
 - C. Introducing completely new products / events
 - D. Reaching new markets
 - E. All of the above
21. The Developing Phase of the event design phase mainly focuses on _____ .
- A. Determination of need & start of creating package
 - B. Systematic & rapid assessment for various alternatives
 - C. New approaches & preliminary design
 - D. The sampling of products / services and the simulation of the event
 - E. Marketing activities especially campaigning & strategies of sales
22. The Screening Phase of the event design phase mainly focuses on _____ .
- A. Determination of need & start of creating package
 - B. Systematic & rapid assessment for various alternatives
 - C. New approaches & preliminary design
 - D. The sampling of products / services and the simulation of the event
 - E. Marketing activities especially campaigning & strategies of sales
23. What are the basic objectives of purchasing?
- A. The purchase as according to what is needed and budgeted
 - B. Purchasing that warrants the highest discounted price possible
 - C. To use the most minimal resources no matter what the quality is
 - D. Obtaining resources that is moving towards the completion of an event
 - E. Purchasing at the right price, time, quantity, quality & source
24. Below are all the trends in the style of supply networks **EXCEPT** _____ .
- A. An increase in the proportion of goods outsourced
 - B. Organizations are decreasing the number of suppliers as a way of controlling costs, communication & exclusivity
 - C. An increase warehouse taxes and transportation charges
 - D. Partnering of suppliers to work together in a non-adversarial way & cooperate
 - E. Usage of e-commerce & internet for all type of marketing & networking

25. A PO is a contractual relationship that represents _____ .
- A. A legal covenant presenting the agreement & responsibilities of supplier & organizer.
 - B. A visualization of your event from start to finish
 - C. Lists everything that an event needs with a time-frame attached to each tasks.
 - D. An estimation of costs, time, delivery and
 - E. A contract that depicts the complete schematics of an event organizer & the client.
26. Below are all issues steaming from crowd management **EXCEPT** _____ .
- A. Bottlenecks situation
 - B. Overcrowding
 - C. Long waiting time
 - D. "Aggressive" attitude
 - E. Demands for discounts
27. The amount of space that is required for a function is dependent on _____ .
- A. What the client's demand & pay
 - B. Demand, potential growth & efficiency of space used
 - C. The status of the customer
 - D. Availability of the venue
 - E. The requirement of the sponsorship
28. Personal loss is a type of insurable risks that allows _____ .
- A. Payment for the damage to occurs to the venue / equipment
 - B. Claims from a 3rd party's property or equipment or an incident to an individual
 - C. Replacements for the loss of venue or contract from direct damage
 - D. Claims to be made by employees or patrons
 - E. Compensations for the loss of lives due to natural disasters
29. Legal liability is a type of insurable risks that allows _____ .
- A. Payment for the damage to occurs to the venue / equipment
 - B. Claims from a 3rd party's property or equipment or an incident to an individual
 - C. Replacements for the loss of venue or contract from direct damage
 - D. Claims to be made by employees or patrons
 - E. Compensations for the loss of lives due to natural disasters

30. The causes for accident in events are usually two-fold. Which of the following is the stated two?
- A. Low-cost equipment and lack of sleep
 - B. Using high voltage equipment and foreign workers
 - C. Poor working environment and multiple layout arrangement
 - D. Substandard working practices and unsafe conditions
 - E. Language barrier and poor comprehension of culture

Section B : (70 marks)

Instructions : Answer ALL questions.

Question 1

Describe the **FIVE (5)** characteristics of the events industry. (10 marks)

Question 2

Describe **FIVE (5)** of the tensions and issues of the event industry business. (10 marks)

Question 3

List **TEN (10)** the benefits that events seek in securing sponsorships. (10 marks)

Question 4

Define the term “competitive edge” and list how it can be achieve in events. (10 marks)

Question 5

List **TEN (10)** decision points in purchasing supplies or services in events (10 marks)

Question 6

List down at least **FIVE (5)** steps can be undertaken to accommodate the needs of handicapped individuals in an event. (10 marks)

Question 7

List **TEN (10)** complexities of organizing events. (10 marks)