

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : August 2, 2017 (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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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
DHM2101: EVENT MANAGEMENT  
FINAL EXAMINATION: APRIL 2017 SESSION

**Section A** (30 marks)

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

1. 'Events managed by professionals who typically bring people together for a purpose' refer to .....
  - A. Celebration
  - B. Public assembly
  - C. Purpose
  - D. Reunion
  
2. Celebration derived from a latin words 'Celebro' that brings the meaning of .....
  - A. To honour
  - B. To lead out
  - C. To educate
  - D. For an outcome
  
3. What is the issue that influences event business in the political aspect?
  - A. Licenses, financial restraints
  - B. Interest rates, taxes
  - C. Population growth, unemployment rate
  - D. Average rate, exchange rate
  
4. An event usually has \_\_\_\_\_ and \_\_\_\_\_ impact.
  - A. interest rate, exchange rate
  - B. positive, negative
  - C. social, political
  - D. technological, negative

5. The task of the \_\_\_\_\_ is to balance the impacts of events in the interests of all stakeholders
- A. security manager
  - B. outlet manager
  - C. finance manager
  - D. event manager
6. Which of the below are related to government events?
- (i) major celebrations of national significance
  - (ii) major international political and economic events
  - (iii) promoting trade through foreign affairs department
  - (iv) business talks and team building
- A. (i),(ii) and (iv)
  - B. (ii),(iii) and (iv)
  - C. (i), (ii) and (iii)
  - D. All the above
7. Stakeholders is a person, group or organizations that has direct or indirect stake in Organization. How many stakeholder in an event?
- A. 5
  - B. 7
  - C. 8
  - D. 9
8. Stakeholders usually determine the good and bad of an event. How to master Stakeholders?
- (i) Understand the stakeholder of your event
  - (ii) Understand the stakeholders drives
  - (iii) Prioritize stakeholders
  - (iv) Understand the power of community
- A. (i), (ii) and (iv)
  - B. (ii),(iii) and (iv)
  - C. (i), (ii) and (iii)
  - D. All of the above

9. The event industry is divided into the following categories
- A. Meetings, incentive, convention & entertainment
  - B. Clients, contractors & volunteers
  - C. Customer, supplier & organizer
  - D. Leisure, cultural, organizational & personal
10. Event Planning involved of phases that will help in conducting an events. How many phase are there in event planning?
- A. 5
  - B. 3
  - C. 4
  - D. 6
11. Event marketing research is usually conducted at \_\_\_\_\_ and \_\_\_\_\_
- A. negative level, positive
  - B. macro level, micro level
  - C. revenue level, profit level
  - D. All the above
12. What is the objective of ensuring a marketing plan is in place for an event to be carried out?
- (i) Profit oriented- maximize ROI
  - (ii) Market oriented- increase market share
  - (iii) Diversification - bored of the same business
  - (iv) It has to be measurable
- A. (i), (ii) and (iv)
  - B. (i), (ii) and (iii)
  - C. (ii), (iii) and (iv).
  - D. All the above.
13. Event business brings 'multiplier effects' to the local economy. The term "multiplier" means \_\_\_\_\_.
- A. Multiple price increase to raw goods such as chicken, rice etc.
  - B. Increase in foreign exchange and government earnings at every spending point.
  - C. The many negative impacts events such as increase in crime rates, culture shock etc.
  - D. Increase in differences of price packages for event experience.

14. This P of the 8P's Marketing Mix 'is a deliberate agenda / itinerary that is created / planned' for the event'.
- A. Packaging
  - B. Partnership
  - C. Promotion
  - D. Programming
15. Which are the **TWO (2)** cost categories event managers should consider when working out the budget for an event?
- A. Water and electricity cost
  - B. Fixed and variable cost
  - C. Advertising and manpower cost
  - D. Authority and licenses cost
16. The following conditions must be considered if you plan to have an outdoor event.
- A. Weather & lighting
  - B. Electricity & water sources
  - C. Restrooms & and capacity
  - D. All of the above
17. The following conditions must be considered in planning the date of an event.
- A. Major holidays, school breaks, and other events
  - B. Availability of water, electricity, parking & toilets
  - C. Audio visuals or staging requirements
  - D. Permits, licenses & copyrights
18. When a company needs to source for events; they can do so through the followings method :
- A. Bidding and/ or franchising for events
  - B. Developing existing events
  - C. Creating a new event
  - D. All of the above

19. Who are the stakeholders of an event business?

- (i) Sponsors
- (ii) Media
- (iii) Participants and spectators
- (v) Host community

- A. (i), (ii) and (iv)
- B. (i), (iii) and (iv)
- C. (i), (ii) and (iii)
- D. All of the above

20. The term is derived from a Latin word meaning "to lead out".

- A. Celebration
- B. Education
- C. Reunion
- D. Marketing

21. Which of the following best described about Civic Events

- (i) A ritual from culture and ritual
- (ii) Anyone can participate in the event
- (iii) Examples of events involved is precision briefcase squad
- (iv) Divided into two categories, public and private

- A. (i), (ii) and (iv)
- B. (i), (iii) and (iv)
- C. (i), (ii) and (iii)
- D. All of the above

22. Planning is valuable because of various factor. What are the factors?\

- (i) Reduces uncertainty
- (ii) Focus attention on goals
- (iii) Produces unity of purpose
- (iv) Ensures appropriate control systems

- A. (i), (ii) and (iv)
- B. (i), (iii) and (iv)
- C. (i), (ii) and (iii)
- D. All of the above

23. Stages in event planning involved on setting up the SMART objectives, what does SMART stand for?
- A. Specific, measurable, agreed, realistic, time
  - B. Specific, meeting, approachable, realistic, treasure
  - C. Specific, measurable, agreed, responsibilities, time
  - D. Specific, meeting, approachable, reliable, threat
24. Which of the following best described Market Segmentation?
- A. To continually analyse changes in market segments and the direct influence they on event participation
  - B. Strategy of determining, through intuition research, and, evaluation, those areas of consumer need that your event can fulfill.
  - C. The process of identifying target market groups that may be available for the event marketers' products and services.
  - D. determine the desires, expectations, and anticipations of the audience to whom that marketing will be directed
25. What is logistics in event management?
- A. Analysis tool to manage an aspect of an event by subdividing the work into categories.
  - B. An important core task in organizing contemporary events is the identification
  - C. A specific purpose in mind and direct all activities toward achieving the purpose
  - D. Present in all the Event Leadership subfields because once the initial event is successful, there may be a desire to reunite.
26. What are the factors that can give impacts to an events?
- (i) Physical Impacts
  - (ii) Personal Impacts
  - (iii) Social and Cultural Impacts
  - (iv) Environmental Impacts
- A. i, ii and iv
  - B. i, iii and iv
  - C. i, ii and iii
  - D. All of the above

27. Power is one of the factors concerned in staging events. Power divided into two types, which are?
- A. Three phase and single phase
  - B. Double phase and three phase
  - C. Single phase and Fourth phase
  - D. Single phase and double phase
28. What are the decisions that the event manager has to make when creating a lighting plan?
- (i) Placement of the lights
  - (ii) The type of lights
  - (iii) What colours to use
  - (iv) The shapes of the lights
- A. (i), (ii) and (iv)
  - B. (i), (iii) and (iv)
  - C. (i), (ii) and (iii)
  - D. All of the above
29. Two particularly limited times on the schedule are the bump-in and-bump-out time. What is the meaning of Bump out time?
- A. the time when necessary infrastructure can be brought in, unloaded and set-up
  - B. the time when the equipment can be dismantled and removed
  - C. The time when flow of the event is summarized
  - D. The time when event is being inspected
30. 'Refers to a process of collecting, scrutinizing and providing information for strategic purposes' best described as
- A. Environmental scanning
  - B. Strategy implementation
  - C. Strategy Evaluation
  - D. Strategy formulation

**Section B** (70 marks)

**Instructions :** Answer **ALL** questions in the answer booklet provided.

**Question 1**

a) Effective management of sponsorship agreements involves everything from maintaining harmonious relationships between a sponsor's staff and people within the event/festival to ensuring sponsor's signage is kept in pristine condition. There are techniques that can be used for effective sponsorships. Identify the techniques involved for an effective sponsorship management?

(10 marks)

b) Hospitality industry needs a checklist for the sponsorships. List **5 (FIVE)** criteria in a hospitality checklist for sponsorships.

(5 marks)

**Question 2**

a) Define stage in event management

(2 marks)

b) Briefly explain the safety considerations for stage in organizing an event.

(8 marks)

**Question 3**

Sound system in organizing events can help to enhance the environment for the events. Illustrate a diagram about the flow for a sound system.

(10 marks)

**Question 4**

a) The 5 Ws help to determine if the event is feasible, viable, and sustainable. Describe what are the 5W's and explain every each of the points.

(10 marks)

b) Positioning is the strategy of determining, through intuition, research, and evaluation, those areas of consumer need that your event can fulfill. Describe the key considerations when positioning an event.

(5 marks)

**Question 5**

a) Public relations is one of the promotional mediums for successful events. Goals of public relations is to create awareness about the events. To reach the goals there are six steps involved in a successful public relations campaign. List and explain the **6 (SIX)** steps.

(12 marks)

b) List **8 (EIGHT)** Promotional campaign tools for public relations used during promoting the events.

(8 marks)

**-THE END-**  
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