



FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : December 10, 2014 (Wednesday)

Time : 2:00 pm – 4:00 pm 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

Materialspermitted : Nil

Materials provided : OMR Sheets

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Moderator : Dr Noor Azimin Zainol

This paper consists of 10 printed pages, including the cover page.

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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)

DHM2101: EVENT MANAGEMENT

FINAL EXAMINATION: AUGUST 2014 SESSION

Section A

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

1. Below are all different types of event, except:
 - A. Meetings and exhibitions
 - B. Festivals
 - C. Organisational structure
 - D. Fundraising
 - E. Sporting

2. One of the most important things about an event is that it is often a highlight of a person's life. This occasion is not to be taken lightly, for example:
 - A. Wedding
 - B. Birthday party
 - C. Anniversary
 - D. Company Annual Dinner
 - E. All of the above

3. The event manager typically works with a number of contractors. These could include any or all of the following except:
 - A. Security companies
 - B. Catering companies
 - C. Cleaning companies
 - D. Estate agency
 - E. Ticketing operations

4. _____ is vital to the success of events, because of their complexity and their unusual requirements.
- A. Planning
 - B. Training
 - C. Meeting
 - D. Talking
 - E. Banqueting
5. _____ are professional groups or individuals who organise events on a contract basis on behalf of their clients.
- A. Events Management Companies
 - B. Travel Agencies
 - C. Tour Operators
 - D. Tourism Boards
 - E. Banqueting departments
6. The elements of the strategic event planning process are as follows except:
- A. Concept or intent to bid
 - B. Feasibility analysis
 - C. Decision to proceed or cease
 - D. Formation of a bidding body and bid preparation
 - E. Environment issues
7. Events are, by their nature, _____ but the techniques used to organise and manage them, though, are just the opposite.
- A. routine
 - B. non-routine
 - C. difficult
 - D. repetitive
 - E. consistent
8. The key to how an event will be marketed is the target market itself, knowing
- A. What kind of people will attend
 - B. Where they live
 - C. How can they be influenced to attend
 - D. What they like to experience
 - E. All of the above

9. _____ will have to contain a range of activities both to raise awareness of the event and to convert possible visitors into definite visitors.
- A. Marketing plan
 - B. Training plan
 - C. Meeting plan
 - D. Conference plan
 - E. Transportation plan
10. Marketing for a new event, there are a number of stages as follows except
- A. Objective and analysis of the environment
 - B. Event components mix and target markets
 - C. The marketing budget
 - D. The training schedule
 - E. The marketing schedule
11. The Break-Even Analysis or _____ is the way a firm tries to determine the price at which it will break even.
- A. Target Profit Pricing
 - B. Target Audience
 - C. Meeting Point
 - D. Target Budget
 - E. Target Costs
12. The complexity of your budget for an event will depend on the _____ of your event.
- A. name or attendees
 - B. size or nature
 - C. costs or support
 - D. time or team
 - E. staff or group
13. A _____ is a forecast or plan, which helps to regulate the operation of an event (or any business) over a given period of time.
- A. cost
 - B. marketing
 - C. budget
 - D. fund
 - E. management

14. Planning is time-consuming and involves much thought and effort, the planning process will reveal problems, _____ and _____.
- A. costs and time
 - B. risks and opportunities
 - C. time and staff
 - D. size and type
 - E. steps and procedures
15. The essential organisation issues are really a matter of scale, the mega events generally have a/an _____, which should be less than 12 members.
- A. Executive Board
 - B. Spring Board
 - C. Group Members
 - D. Team Members
 - E. Visitor Group
16. Event planning will be beneficial from a _____ session to see which idea is the best for event during discussion.
- A. budgeting
 - B. scanning
 - C. bargaining
 - D. conference call
 - E. brainstorming
17. For finding and testing an idea for an event, there are three screens/filters that we can put suggestion through, marketing screen, _____ and financial screen.
- A. frontline screen
 - B. operations screen
 - C. scanning screen
 - D. forecasting screen
 - E. planning screen

18. Budgeting is also a method of controlling _____ because it should help to establish clear lines of responsibility about who can or cannot spend money.
- A. expenses and costs
 - B. sales and marketing plan
 - C. event and forecasting
 - D. break-even
 - E. team work
19. Good knowledge of the _____ is vital, knowing the type of people, their demographic or social profile, age group, familiar activities, past experience of events, size of the group.
- A. budget condition
 - B. staff
 - C. market issues
 - D. target market
 - E. market expertise
20. Events often fall into two operational styles, _____ or _____.
- A. professional or paid
 - B. volunteer or trading
 - C. volunteer or professional
 - D. professional or hosting
 - E. volunteer and intergrating
21. Organisational structures of an event would include below main functions except :
- A. Support services operations
 - B. Maintenance
 - C. Marketing
 - D. Administrative
 - E. Finance

22. _____ means a core body of officers, managers, or co-ordinators that organising the activities and supervising staff for an event.
- A. Group
 - B. Management
 - C. Marketing team
 - D. Cadre
 - E. Business team
23. In the event organisation structure, _____ are people who choose to contribute their time, skills, effort and experience, without pay, to benefit a cause or the community in which they live.
- A. volunteers
 - B. casual staff
 - C. bar staff
 - D. professional staff
 - E. part time staff
24. A formal _____ should be conducted with the key cadre (committees) after the event when information about the event, including attendance and feedback from guests as well as staff feedback, is available.
- A. meeting
 - B. briefing
 - C. debriefing
 - D. counselling
 - E. speaking
25. The events co-ordinator must address the possibility that something might go wrong at an event; seeking to identify potential risks and taking steps to reduce or mitigate them; as a starting point for producing _____ and _____.
- A. marketing plans and SOPs
 - B. contingency plans and emergency procedures
 - C. SOPs and maps
 - D. marketing activities and evaluation form
 - E. promotion plans and SOPs

26. In term of legalities for event management, _____ issues such as food hygiene to crowd safety, contractual arrangements between organisers, promoter, clients or venue, their suppliers, local authorities and broadcasters.
- A. Health & Safety
 - B. Licensing
 - C. Insurance
 - D. Tax
 - E. Service Charge
27. _____ events, are events involving significantly large numbers of people in activities, and locations they are unaware/unfamiliar with.
- A. High risk
 - B. Semi-high risk
 - C. Medium risk
 - D. Low risk
 - E. Very low risk
28. Normal events insurance would cover items, except:
- A. Cancellation
 - B. Venue operator's bankruptcy
 - C. Non-appearance of celebrities
 - D. Failure to vacate the venue
 - E. Theft
29. A _____ analysis guides you to identify the positives and negatives inside of your organization and outside of it, in the external environment.
- A. PEST
 - B. TWEE
 - C. SWOT
 - D. Four Ps'
 - E. WHATs

30. Many conventions attract thousands of people, whereas some meetings include only a handful of high-profile participants. Conventions maybe categorized in which of the following type of event:
- A. Festivals
 - B. Meetings and Exhibitions
 - C. Commercial Marketing and Promotional Events
 - D. Entertainment, Arts & Culture
 - E. Sporting

Section B

Instructions : Short answer questions. Answer **ALL** the questions. (70 marks)

Question 1

One of the most important things about an event is that it is often a highlight of a person's life. Events are characterised by various elements, list **FIVE (5)** of them

(10 marks)

Question 2

Events can be divided into the sizes as follows, explain briefly each event size and give **TWO (2)** examples each.

- (i) Mega-events:
- (ii) Regional events:
- (iii) Major events:
- (iv) Minor events:

(10 marks)

Question 3

What are the benefits for planning a function strategically? List all (**FOUR**) 4 of them.

(10 marks)

Question 4

For a large event there may be specific organisational issues/aspects of the event which need attention, list **FIVE (5)** of them.

(10 marks)

Question 5

Organisational structures for an event would include **FIVE (5)** main functions, list all of them.
(10 marks)

Question 6

There are various factors affecting the number of staff each department needs to run the event, list **FIVE (5)** of them.
(10 marks)

Question 7

In event management, 'risks' are really things that don't turn out as one expected them to. Risks tend to fall more or less into 4 main groups. List all **FOUR (4)** of them and briefly elaborate.
(10 marks)

-THE END-

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