



FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : March 10, 2015 (Tuesday)

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. (70 marks). 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 9 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)

DHM2101: EVENT MANAGEMENT

FINAL EXAMINATION: JANUARY 2015 SESSION

Section A

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

1. 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

2. Below are examples of a sporting event, except:
 - A. Olympics
 - B. Commonwealth games
 - C. Tennis US Open
 - D. Oktoberfest
 - E. Thomas Cup

3. Which of the following could be classified as a 'Major Event'?
 - A. The FIFA World Cup
 - B. The Birdsville Races
 - C. The Melbourne Australian Open
 - D. Music Festival
 - E. The Carnival in Rio de Janeiro

4. Which of the following could be classified as a 'Community Event'?
 - A. The FIFA World Cup
 - B. The Birdsville Races
 - C. The Melbourne Australian Open
 - D. The Carnival in Rio de Janeiro
 - E. Olympics

5. When classifying events by form or content, which of the following is not a category?
- A. Festivals
 - B. Sports Events
 - C. Charity Fundraisers
 - D. Business events
 - E. All of the above
6. What do Event Management Companies do?
- A. Operate under the direct control of larger corporations
 - B. Organise events on a contract basis
 - C. Specialise in areas associated with events, like security, staging etc.
 - D. Focus all their attention on one event at a time
 - E. Train students to become event managers
7. What would be the first step in organizing a successful event?
- A. Secure finance and any required approval
 - B. Ask the initial event questions
 - C. Launch the event into the public area
 - D. Publicize the event
 - E. None of the above
8. The initial stage of getting an event started depends on what kind of _____ set.
- A. sizes
 - B. strategies
 - C. systems
 - D. marketing plans
 - E. objectives
9. _____ is vital to the success of events, because of their complexity and their unusual requirements.
- A. Banqueting
 - B. Meeting
 - C. Planning
 - D. Talking
 - E. Training

10. Event planning will benefit from a _____ session to see which idea is the best.
- A. Bargaining
 - B. Brainstorming
 - C. Prospecting
 - D. Selecting
 - E. Counselling
11. 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
12. 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
13. 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
14. Below are all different types of event, except:
- A. Meetings and exhibitions
 - B. Festivals
 - C. Organisational structure
 - D. Fundraising
 - E. Sporting

15. 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
16. Which of the following is **NOT** in the Marketing Mix?
- A. Place
 - B. Price
 - C. Public relations
 - D. Product
 - E. Promotion
17. 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 integrating
18. 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
19. An organizer can get a positive image about the event through
- A. selling.
 - B. advertising.
 - C. public relation.
 - D. sale promotion.
 - E. product sales.

20. Which of the following questions might be asked by the sponsor for the sponsorship?
- A. "How much media exposure will we get?"
 - B. "How we will be coordinated?"
 - C. "What staff will be involved?"
 - D. "Who will take the lead role?"
 - E. None of the above
21. Employee can be motivated to be committed and responsible to their tasks through
- A. public recognition
 - B. controlling
 - C. planning
 - D. reporting
 - E. directing
22. One of the key features in a successful advertising campaign is
- A. providing relevant messages
 - B. promoting awareness of the event
 - C. correcting emphasis
 - D. reflecting the whole event
 - E. segmentation to appropriate area
23. A good logo should be
- A. abstract
 - B. relevant to the event
 - C. expensive
 - D. small in size
 - E. objective
24. 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

25. In regards to feasibility of the major events, they might get into intensive methods of assessment, such as cost benefit, investment appraisal and etc. A series of tests could be applied, in the form of 'screening', from this phase, more detailed planning can follow. These are three screens / filters that we can put suggestions through, which are:
- A. Advantage, Disadvantage & Marketing screens
 - B. Marketing, Operations & Financial screens
 - C. Meeting, Co-operations & Planning screens
 - D. Financial, Prospecting & Opportunities screens
 - E. Marketing, Co-operations & Planning screens
26. It is the art of getting other people to do the work.
- A. Communication
 - B. Delegation
 - C. Marketing
 - D. Planning
 - E. Motivating
27. 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
28. _____ 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

29. How has the event industry responded to the spectre of *global warming*?
- A. By developing and participating in Emission Trading Schemes
 - B. By focusing on events that require less travel time
 - C. By focusing on creating high-profile *feel-good* events
 - D. By adopting initiatives to reduce the environmental impact of events
 - E. By organising events in a green house
30. Which of the following describes the phases of project management, in the correct order?
- A. Planning, initiation, implementation, event, shutdown
 - B. Initiation, planning, implementation, event, shutdown
 - C. Initiation, planning, implementation, shutdown, event
 - D. Planning, implementation, initiation, event, shutdown
 - E. Event, planning, implementation, initiation, shutdown

Section B : Short answer questions. (70 marks)

Question 1

Today, events are central to our culture as perhaps never before. What are 'Special Events'? How does considering the perspective of the event organiser or the event guest give us a clearer definition of a 'Special Event'?

- (i) Event organisers perception
- (ii) Customer perception

(6 marks)

Question 2

Events can be divided into the sizes, describe briefly each type of event below and give **TWO (2)** examples each.

- (i) Mega-events
- (ii) Hallmark events

(12 marks)

Question 3

As the size and needs of the event industry have grown, event management training has started to emerge as a discrete discipline. In your opinion what are the attributes and skills that is essential in an event manager? List **FOURTEEN (14)** attributes and skills.

(14 marks)

Question 4

When making a start in planning an event, there are **TWO (2)** aspects to consider. In your opinion, what are the aspects?

(10 marks)

Question 5

What is SWOT Analysis and explain why it is important for every event?

(10 marks)

Question 6

There are endless number of potential themes, limited only by your imagination and the size of the customer's pocket. List **FOUR (4)** of them:

(8 marks)

Question 7

Analyse **FIVE (5)** factors that an event organizer needs to consider when deciding on the choice of venue.

(10 marks)

-THE END-

DHM2101(F)/January 2015

