

FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Hotel Management (DHM/DHMN)

Course : DHM2101 : Event Management

Date of Examination : March 9, 2016 (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

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.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM2101: EVENT MANAGEMENT
FINAL EXAMINATION: JANUARY 2016 SESSION

Section A (30 marks)

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

1. The complexity of budget for an event will depend on the _____ of your event.
 - A. Size or nature
 - B. Staff or group
 - C. Cost or support
 - D. Time or team

2. An event concept refers to:
 - A. Purpose and theme of the event
 - B. Funding sources for staging an event
 - C. Long term financial plan
 - D. Location of the event

3. Event that attracts local and international visitors and has a significant positive impact on the city refers to:
 - A. Major events
 - B. Hallmarks events
 - C. Mega events
 - D. Minor events

4. Which of the following generally provide challenges in unusual venue for the event?
 - A. Lighting
 - B. Sound
 - C. Catering
 - D. All the above

5. The characteristics of major events include the following **EXCEPT**:
- A. Generate significant tourism revenue
 - B. Increase the appeal of specific tourism destination
 - C. Large number of participants
 - D. Attract significant local interest
6. The timing of the event is often linked to:
- A. Budget
 - B. Facilities and equipment
 - C. Personnel skill
 - D. Season or weather
7. Which of the following is the contractors that event manager will work with?
- A. Venue managers
 - B. Stage managers
 - C. Entertainers
 - D. All the above
8. The following are examples of unusual event venue **EXCEPT**:
- A. Demolition site
 - B. Museum
 - C. Parking lot
 - D. Lecture hall
9. Events may be categorized as follows **EXCEPT**:
- A. Miscellaneous events
 - B. Fundraising
 - C. Family
 - D. None of the above
10. Factors that need to be considered when analyzing the concept include:
- A. Competition
 - B. Regulation
 - C. Marketing
 - D. All the above

11. The following are examples of usual event venue **EXCEPT**:
- A. Banquet hall
 - B. Field
 - C. Museum
 - D. Public hall
12. Which of the following is tangible?
- A. Information and advice
 - B. Ambience
 - C. Event services
 - D. Brochures of an event
13. The _____ is a major consideration of the event planning stage.
- A. Community impact
 - B. Regulations
 - C. Competition
 - D. Risk
14. Which marketing mix refers to cost of travel?
- A. Promotion
 - B. Place
 - C. Positioning
 - D. Price
15. Events that are generally attract significant local interest and large numbers of participants, as well as generating significant tourism revenue refers to:
- A. Major events
 - B. Hallmarks events
 - C. Mega events
 - D. Minor events
16. The elements of promotion include the following **EXCEPT**:
- A. Image and branding
 - B. Direct sales
 - C. Advertising
 - D. Public relation

17. Which of the following refers to the events that are well known for their ability to attract large audiences?
- A. Commercial marketing
 - B. Meetings
 - C. Fundraising
 - D. Entertainment
18. The aims are used to develop detailed and specific
- A. Missions
 - B. Visions
 - C. Goals
 - D. Objectives
19. Which of the following government agencies provide approvals for traffic and policing?
- A. Local council
 - B. State governments
 - C. Federal governments
 - D. Safety and environmental enforcement
20. The art of getting people to do the work refers to:
- A. Communication
 - B. Marketing
 - C. Motivation
 - D. Delegation
21. The most important element to be considered in developing an event concept is the _____.
- A. Event theme
 - B. Audience
 - C. Available resources
 - D. Purpose of the event

22. Which of the following is fixed cost?
- A. Wages
 - B. Food cost
 - C. Beverage cost
 - D. Rent of building
23. _____ setup provide challenges in unusual venue for the event.
- A. Lighting
 - B. Catering
 - C. Staging
 - D. All of the above
24. The following are the elements in analyzing the event concept **EXCEPT**:
- A. Competition
 - B. Human resource
 - C. ~~Competition~~ ^{THEME}
 - D. Risk
25. Measures to counteract the impact of weather are essential aspects of
- A. Investment in event design
 - B. Tourist budgets
 - C. Event feasibility planning
 - D. Event proposal
26. It is important to consider the range of suitable venues available when creating the ideas for
- A. Budget
 - B. Theme
 - C. Event audience
 - D. Event team
27. Communication can be defined as
- A. Process of segmenting target market
 - B. Process of evaluating management performance
 - C. Process of obtaining goods and services
 - D. Process of sending and receiving information

28. Below are different types of event **EXCEPT**:
- A. Organizational structure
 - B. Fundraising
 - C. Festivals
 - D. Meeting and exhibitions
29. The event manager typically works with a number of contractors that could include any of the following except:
- A. Security agency
 - B. Estate agency
 - C. Catering companies
 - D. Cleaning companies
30. The elements of promotion include the following **EXCEPT**:
- A. Direct sales
 - B. Media relation and publicity
 - C. Advertising
 - D. Image and branding

Section B (70 marks)

Instructions: Answer **ALL** questions.

Question 1

Discuss any **FIVE (5)** important aspects of the theme that need to be considered by the event organizer.

(15 marks)

Question 2

With appropriate example, discuss **FIVE (5)** potential themes for the event.

(15 marks)

Question 3

Identify any **FIVE (5)** types of risks need to be considered during the planning phase.

(10 marks)

Question 4

Explain any **FIVE (5)** factors affecting the number of event management staff and provide an example each.

(15 marks)

Question 5

Events are characterized by various elements, explain **FIVE (5)** of them and provide an example each.

(15 marks)

-THE END-

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