

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : March 7, 2017 (Tuesday)

Time : 11:00 am – 1:00 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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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
DHM2101: EVENT MANAGEMENT  
FINAL EXAMINATION: JANUARY 2017 SESSION

**Section A** (30 marks)

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

1. 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
  
2. An event usually has \_\_\_\_\_ and \_\_\_\_\_ impact.
  - A. interest rate, exchange rate
  - B. positive, negative
  - C. social, political
  - D. technological, negative
  
3. 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
  
4. 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

5. 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
6. There are \_\_ phases in event planning.
- A. 5
  - B. 3
  - C. 4
  - D. 6
7. 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
8. 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.
9. 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.

10. 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
  
11. Which is 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
  
12. 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
  
13. 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
  
14. 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

15. Who are the stakeholders of an event business?
- (i) Sponsors
  - (ii) Media
  - (iii) Participants and spectators
  - (iv) Host community
- A. (i), (ii) and (iv)  
B. (i), (iii) and (iv)  
C. (i), (ii) and (iii)  
D. All of the above
16. The term is derived from a Latin word meaning “to lead out”.
- A. Celebration  
B. Education  
C. Reunion  
D. Marketing
17. 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
18. Which of the following is **TRUE** about special plan?
- A. Direct an organisation towards its overall objectives  
B. Explain how the objectives will be achieved  
C. Designed to achieve specific objectives  
D. Makes for efficient operation

19. 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
20. Stages in event planning involved on setting up the SMART objectives, what is 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
21. Job analysis can be defined as.....
- A. A statement identifying why a job has come into existence
  - B. Derived from the job description and seeks to identify the experience
  - C. Defining a job in terms of specific tasks and responsibilities
  - D. Job title and commitment required
22. 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

23. 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.
24. 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
25. The event staging considerations concerning the audience are
- (i) Position of entrances and exits
  - (ii) Arrival times – dump or trickle
  - (iii) Seating and sight lines
  - (iv) Facilities
- A. (i), (ii) and (iv)
  - B. (i), (iii) and (iv)
  - C. (i), (ii) and (iii)
  - D. All of the above
26. 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

27. 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
28. 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
29. 'Process of deciding best course of action for accomplishing organizational objectives and hence achieving organizational purpose' best refer to
- A. Environmental scanning
  - B. Strategy formulation
  - C. Strategy Evaluation
  - D. Strategy implementation
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**

Briefly explain the difference between events and convention. What are the characteristics of events and convention?

(18 marks)

**Question 2**

Briefly explain Added Value which is one of the stages in event planning.

(14 marks)

**Question 3**

List **TEN (10)** benefits that an event could offer a sponsor or partner.

(10 marks)

**Question 4**

There are various factors to be considered in choosing the venue. List **TEN (10)** of the factors.

(10 marks)

**Question 5**

There are elements involved while planning for an event. Illustrate and explain the diagram of the Elements of Event Logistics.

(18 marks)

**-THE END-**

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