

FINAL EXAMINATION

Student ID :

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Student Name : _____

Subject Code & Name : Event Management Coordination
Semester & Year : final, 2021
Lecturer/Examiner : Cheryl Yang
Duration : 1 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **THREE (3)** section questions:
 - i. Students are required to answer **ALL SECTIONS**.
2. Study the **“REQUIRED”** section of each question carefully. Then extract the data required for your answers from the information supplied.
3. Write your answers in blue or black ink/ballpoint. You can only use pencil for graphs, charts, diagrams, etc.
4. Begin your answer to each question on a new page.
5. All answers must be correctly numbered but need not be in numerical order.
6. Workings must be shown.
7. You may use a calculator provided the calculator gives no printout, has no word display facilities, is silent and cordless. The provision of batteries and their condition is your responsibility.
8. Marks may be lost through lack of neatness and poor presentation
9. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
10. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are **NOT** allowed to take any examination materials out of the examination hall.

WARNING: EC Global Academy regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from EC Global Academy

Total Number of pages = 9 (Including the cover page)

SECTION A: (40 Marks)

ANSWER ALL QUESTIONS.

1. Define what is “event”?
 - A. A unique moment in time celebrated with ceremony and ritual to satisfy specific needs.
 - B. Events cannot be classified on the basis of their size, type and context.
 - C. Event can be described as a meeting friend without any purposes.
 - D. Event can happen without any plan by anyone.

2. On- site is refers to the location of an event or exhibits.
 - A. True
 - B. False

3. Which of the following is not a part of logistics?
 - A. Replenishment
 - B. Production scheduling
 - C. Contact and confirm all contracts
 - D. Meandering

4. A leader in event management is called _____.
 - A. Secretary
 - B. treasurer
 - C. Project manager
 - D. sales manager

5. What is the example of sponsor provide for the event?
 - A. Cash
 - B. Hardworking
 - C. Innovative
 - D. Cleaner

6. When considering the venue for the event, what are the major factors that the event planner should think?
- I. Size
 - II. Budget
 - III. Atmosphere
 - IV. Catering
- A. I,II,III
 - B. II,III,IV
 - C. I,II,III,IV
 - D. III,IV
7. Compared to other marketing communications tools PR is the:
- A. Excellent at closing sales
 - B. Worst for generation trust & confidence
 - C. Average for generating trust & confidence
 - D. Best for generating trust & confidence

8.

It is important to accurately determine the number of attendees you can legally and safely allow in your event's venue. The venue must have an appropriate space for the type of event an organization plan to hold.
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The above sentence refers to?

- A. Floor plan
 - B. Layout
 - C. Location
 - D. Venue capacity
9. The most important information in a meeting, planner can determine prior to an event is:
- A. Past events held by the group
 - B. Expected attendance
 - C. The budget
 - D. D Group demographics

10. The picture below is referring to the?



- A. Auditorium
- B. Banquet hall
- C. Convention centre
- D. Stadium

11. This function will create interesting and unique moments as it is very pleasing.
The green environment will exculpate the minds of audience.

The above sentence refers to?

- A. Garden
- B. Stadium
- C. Banquet hall
- D. Dining area

12. A social event for a group of people who have not seen each other for a long time.

- A. Webinar
- B. Summit
- C. Auction
- D. Reunion

13.

<ul style="list-style-type: none">✓ Slip, trips and falls✓ extremes of temperature✓ fit outs within buildings and structures
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The above check lists are referring to?

- A. Emergency safety
 - B. Hazards inspection
 - C. administrative
 - D. Life safety issues
14. _____ is a person who is in charge of ensuring an event goes to plan and achieves all of the event objectives
- A. Banquet Manager
 - B. Event Manager
 - C. Hotel Manager
 - D. Event Proprietor
15. What is the tool used by an event manager to make sure everything is happening according to the plans?
- A. Calculator
 - B. Checklist
 - C. Notes
 - D. Mobile
16. What kind of manager spends nearly half of their time for networking?
- A. Average Manager
 - B. Successful Manager
 - C. Effective Manager
 - D. Worst Manager

17. What is MICE stands for?

- A. Meeting, Incentive, Convention, Exhibition
- B. Meeting, Incentive, Conference, Exhibition
- C. Meeting, Iconic, Convention, Expo
- D. Meeting, International, Conference, Exhibition

18. What does Layout Plan means?

- A. Layout can be either straight line or parallel flows, U-shaped patterns, or even zigzag
- B. Layout Plan include clear zones, n build zones.
- C. Layout include of clear entrance ways
- D. Layout Plan must include of fire egresses and fire exits.

19. Mega event can be split into three periods. These are :

- A. Initial, immediate and legacy
- B. Pre-event, event, and post-event
- C. Micro, meso and macro
- D. Ante, peri and post

- | |
|---|
| <ul style="list-style-type: none">✓ Anthems✓ Flags and Emblems✓ Order of Precedence |
|---|

20. The above check lists are refers to?

- A. Protocol
- B. Etiquette
- C. Principles
- D. Behaviour

SECTION B: (10 marks)

Draw 4 types of layout arrangement that you have learned.

(Please use A4 paper to draw then take picture, upload and send)

1. _____	2. _____
3. _____	4. _____

SECTION C: (10 Marks)

ANSWER ALL QUESTIONS

1. What is the four main personality profiles described in the DiSC model? (2 MARKS)

2. Define MICE (2 MARKS)

3. What is different between layout and floor plan? (2 MARKS)

4. Provide 2 examples of event facilities. (2 MARKS)

5. What is event management?

(2 MARKS)

END OF QUESTIONS