

FINAL EXAM PAPER

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Student Name : _____

Subject Code & Name : Event Management Coordination
Semester & Year : January 2022
Lecturer/Examiner : Cheryl Yang
Duration : 1 Hour 00 Mins

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** 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 = 5 (Including the cover page)

SECTION A: (40 Marks)

ANSWER ALL QUESTIONS.

1. What is event management?
 - A. Event is Food and beverage combination.
 - B. A unique moment in time celebrated with ceremony and ritual to satisfy specific needs.
 - C. Event can be described as time management
 - D. Event can be described as a meeting friend without any purposes.

2. In “examine customer relation service requirement” what does it involve of?
 - I. Event Industry Introduction
 - II. Event execution coordination
 - III. Event market Survey
 - IV. Event budget
 - V. Marketing Communication
 - A. I and II
 - B. III and V
 - C. I, III, IV and V
 - D. I,IV, and V

3. How do we determine customer relation service requirement?
 - A. Social skills and social values
 - B. Behavior
 - C. Budgets, time
 - D. Event market information

4. Mega events 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

5. Which expertise is essential for a special event consultant?
 - A. Food and beverage
 - B. Catering sales
 - C. Event manager
 - D. Guest Service Manager

6. In a special event, which event management stage focuses on the location?
 - A. Venue
 - B. Research
 - C. Planning
 - D. Design

7. What is the main objective of holding an exhibition?
- I. Product introducing
 - II. Test marketing of new products
 - III. Product marketing
 - IV. Customer Profiling
- A. I,II
B. I,III and IV
C. I,II and III
D. All of the above
8. Which of the following is not used for event evaluation?
- A. Attendance register
 - B. food and stall-holder income
 - C. Incident reports by security staff
 - D. Staff meetings and reports
9. What is the advantage of event evaluation?
- I. Continuously improve events
 - II. Feed lessons learnt from the event back into the planning process.
 - III. Self-Motivation (自我激励)
- A. I,II
B. I,III
C. Only no III
D. All of the above answer
10. What layout design do we have?
- I. Straight line/ parallel flows
 - II. U shaped patterns
 - III. Zigzag patterns
- A. I only
B. I and II
C. II and III
D. All of the above
11. Events may be categorized in the following way... Choose the correct answer...
- I. Celebration (festivals, weddings, birthdays and anniversaries)
 - II. Education (conferences, graduations)
 - III. Promotion (product launches, fashion shows and conventions)
 - IV. Commemorations (memorials, civic events)

- A. I and II
- B. I,II and III
- C. II and III
- D. All of the above answer

12. What does time management in Event Planning mean?
- A. Skill that can ensure efficiency, productivity and help to reduce stress
 - B. Technical facilities
 - C. Do not need to plan and be realistic
 - D. Helping people to understand the job role being advertised.
13. The event coordination process involves with.....
- A. Budgeting, Establishing timeline
 - B. Celebrity Night, Convention
 - C. Check List
 - D. Concert and sports
14. Floor plan should include of...
- A. Event name, dates and exit
 - B. Backtracking way
 - C. without a clear zones
 - D. no need to indicate exit

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

15. The above sentence refers to?
- A. Garden
 - B. Stadium
 - C. Banquet hall
 - D. Dining area
16. Corporations and associations produce special events for their members
- A. Meetings
 - B. Private events
 - C. Political events
 - D. Public events

17. It is advisable that the event director:
- A. Is solely responsible for making important decision about the event
 - B. Consults with stakeholders before making important decisions about the event
 - C. Leaves import decisions about the event to stakeholders
 - D. Forms a committee to make decisions about the event
18. You've found a venue online that your think would be suitable. What should you do?
- A. Book it immediately so you have a backup at all times
 - B. Visit the venue to further determine its suitability
 - C. Compare its renting price with others and go with the cheapest option
 - D. Compare its location with others and select the venue nearest to you.
19. What might you do to ensure that your event meets good health and safety standards?
- A. Send guests and email saying they should be careful when they attend
 - B. put up safety notices throughout the venue so people are reminded
 - C. Hire a safety inspector to be present on the day of event
 - D. Carry out a risk assessment of the venue and whenever new arrangements are made.
20. What is the purpose of an itinerary?
- A. To list all the contact details of your colleagues and suppliers
 - B. To keep track of your company's finance
 - C. to track the event's development and schedule during planning and hosting
 - D. To provide guests with information about what your event will entail

SECTION B: (20 marks)

1. Provide 2 examples of event facilities. **(2 marks)**

2. Explain briefly job description of event manager. **(3 marks)**

3. What is the four main personality profiles described in the DiSC model? **(4 marks)**

4. What is different between layout and floor plan? **(3 marks)**

5. Define MICE

(4 marks)

6. What are the festival event? Provide 2 example of event festival.

(4 marks)

END OF QUESTIONS