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**UTHM**  
Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2021/2022**

COURSE NAME : EVENT MANAGEMENT  
COURSE CODE : BBP 47203  
PROGRAMME CODE : BBC  
EXAMINATION DATE : JANUARY / FEBRUARY 2022  
DURATION : 3 HOURS  
INSTRUCTION : 1. ANSWER ALL QUESTIONS  
2. THIS FINAL EXAMINATION  
IS AN **ONLINE ASSESSMENT**  
AND CONDUCTED VIA  
**CLOSE BOOK**

THIS QUESTION PAPER CONSISTS OF **TWO (2)** PAGES

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TERBUKA

- Q1** (a) What is the difference between concept and theme of event?  
(3 marks)
- (b) List the planning process that needs to be taken for successful event.  
(7 marks)
- (c) Name **three (3)** types of events. Describe the characteristics of each event listed with examples.  
(15 marks)
- Q2** Why marketing mix is very important? List and discuss seven (7) types of marketing mix and relate them with internal and external factor that influence a successful event management.  
(25 marks)
- Q3** (a) State **five (5)** processes of budget preparation.  
(5 marks)
- (b) Define the term of event and give examples.  
(5 marks)
- (b) Name **three (3)** types of sponsorship. With examples, discuss the advantages and disadvantages of sponsorship in event management.  
(15 marks)
- Q4** (a) What causes the failure of event to be performed in aspect logistic and technical? Suggest appropriate strategies for this situation.  
(10 marks)
- (b) Give **ten (10)** elements of logistic in event management. Discuss why these elements of logistic is very important.  
(15 marks)

- END OF QUESTIONS -