



FINAL EXAMINATION

Semester	:	JANUARY 2025 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM2223 EVENT MANAGEMENT
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very 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 Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1.
 - a) Aesthetics with a strong design-oriented approach play a crucial role in shaping attendees' experience and perception of an event. Explain **FIVE (5)** aesthetic influences that significantly impact the success of an event. (10 marks)
 - b) Describe **FIVE (5)** economic considerations in the design phase that will impact the planning, execution, and success of an event management. (10 marks)
 - c) List **FIVE (5)** factors to consider when outsourcing an audiovisual (AV) supplier for event management. (5 marks)

Total: [25 marks]

2.
 - a) Discuss **FIVE (5)** design principles that can ensure environmentally responsible event planning. (10 marks)
 - b) Explain **FIVE (5)** design process roles in enhancing attendees' engagement at conferences by creating an environment that encourages participation, interaction, and active involvement. (10 marks)
 - c) State **FIVE (5)** factors that influence the decisions to allocate different areas at venue for specific functions. (5 marks)

Total: [25 marks]

3.
 - a) Describe **FIVE (5)** key components that should be included in a pre-event checklist to ensure proper allocation of resources. (10 marks)
 - b) Describe **FIVE (5)** reasons why it is crucial to carry out pre-event checks and inspections. (10 marks)
 - c) State **FIVE (5)** essential elements of event proposal. (5 marks)

Total: [25 marks]

4.
 - a) List **FIVE (5)** approaches used by event management teams to measure Return On Investment (ROI) for sponsors. (5 marks)
 - b) Explain **FIVE (5)** methods of managing queues at events to ensure a pleasant experience for attendees. (10 marks)

- c) Describe **FIVE (5)** accommodations commonly made to facilitate smooth movement and participation for attendees with disabilities to ensure their inclusion, comfort, and . safety during events.

(10 marks)

Total: [25 marks]

- END OF QUESTIONS -