UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2008/2009
FINAL EXAMINATION SECOND SEMESTER SESSION 2008/2009

KOD / NAMA KURSUS: HOP4063 – PENGURUSAN BANKUASI & KONVENSYEN
CODE / COURSE
TARIKH : 4 MEI 2009
DATE
MASA : 12.30 PM – 3:00 PM (2 ½ JAM / HOUR)
TIME
TEMPAT : DSB K.T/WD
VENUE

ARAHAN :

1. Buku soalan ini mengandungi TIGA BELAS (13) soalan di dalam EMPAT (4) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di dalam kertas jawapan yang disediakan.

INSTRUCTION :

1. This book script contains THIRTEEN (13) questions in FOUR (4) printed pages excluding the cover page.
2. Answer ALL the questions in the answer sheet provided.

NO. MATRIK : _____________________________ ( dengan perkataan/in words )
MATRIC NO. ( dengan angka/in numbers )

NO. KAD PENGENALAN : __________________________
IDENTIFICATION NO.

PENSYARAH : __________________________
LECTURER

KUMPULAN GROUP : ☐ NOMBOR MEJA TABLE NO. : ______

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTION IS GIVEN.
Answer ALL questions

**Question 1**

Explain the following terms:

a) Banquet captain  
b) Busperson  
c) Cross-contamination  
d) Conference  
e) Follow-up  
f) Function sheet  
g) Sidework  
h) Tentative Booking  
i) Team system  
j) Word of mouth

(10 marks)

**Question 2**

a. Define the term banquet.  

(2 marks)

b. Explain the **TWO (2)** importance of banquets as they relate to the profitability of a hospitality establishment.  

(4 marks)

**Question 3**

The Food & Beverage Department and Banquet Department are two important departments in a hotel.

Explain briefly the **TWO (2)** differences and the **TWO (2)** advantages between these two departments.  

(8 marks)
Question 4

The hotel computer system greatly helps to reduce the difficult tasks of reserving and confirming banquets booking.

List FOUR (4) advantages in having a computerized banquet system.

(4 marks)

Question 5

Explain clearly each type of the banquet seating arrangements below. Provide your answers with example.

a) Classroom style
b) Theater style
c) Boardroom style
d) U-Shape style

(8 marks)

Question 6

a. Explain the meaning of “function”.

(3 marks)

b. There are three types of service method. Explain clearly the THREE (3) positions in the team service and the responsibilities each staff must perform.

(7 marks)

Question 7

Explain clearly the FOUR (4) qualifications and criterias that managers must possess to provide excellent service in the hospitality industry.

(8 marks)
Question 8

a. Explain briefly the FOUR (4) types of meetings. (4 marks)

b. Explain why it is important for a conference organizer to understand the differences between the various types of meetings. (5 marks)

Question 9

Identify and discuss the FOUR (4) factors that have led to the recognition of Malaysia as an interesting conference and meeting destination. (8 marks)

Question 10

Critically discuss TWO (2) potential benefits that the convention and meeting sector provide to an economy. (6 marks)

Question 11

Discuss in depth the THREE (3) factors on how human resource planning in MICE organizations contributes to the effective recruitment of staff. (6 marks)

Question 12

a. Explain briefly about ‘familiarization tour’? (2 marks)

b. Identify the FIVE (5) steps that should be taken by a venue to ensure that a ‘familiarization tour’ is successful. (5 marks)
Question 13

a. Discuss what relationship marketing is and how it can be used effectively by a primary service provider to enhance its strategic marketing goals.  

(5 marks)

b. Explain how ancillary service provider can assist the marketing efforts of primary service providers in tangibilising their product or services for MICE decision makers.  

(5 marks)

END OF QUESTION PAPER