



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BEV 2408 – SPORTS EVENT MANAGEMENT**
 Semester & Year : January - April 2016
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FIVE (5) structure questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality 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 BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A: STRUCTURE QUESTIONS (60 MARKS)
INSTRUCTION(S): There are FIVE (5) structure questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Determine the factors that make the sports product unique.

(10 marks)

Question 2

a) Examine the importance of mega sports events to the youth.

(10 marks)

b) Describe the evolution of the modern Olympic.

(10 marks)

Question 3

Identify **FIVE (5)** areas in the planning of a tournament operation.

(10 marks)

Question 4

Analyse the strategic importance of financial planning at an early stage.

(10 marks)

Question 5

Determine how a sports event could leave an economic impact to the local host.

(10 marks)

END OF PART A

PART B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: There are TWO (2) essay questions. Answer both questions in the Answer Booklet (s) provided.

Question 1

Discuss sports event management functions in terms of maximizing revenue.

(20 marks)

Question 2

Discuss the importance of bidding for sports events.

(20 marks)

END OF EXAM PAPER