



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 15 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : BEV2404 – EVENT PROJECT MANAGEMENT
Semester & Year : January - April 2017
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (80 marks) : Answer all NINE (9) short answer questions... PART B (20 marks) : Answer ONE (1) essay question...
2. Candidates are not allowed to bring any unauthorized materials...
3. This question paper must be submitted along with all used and/or unused rough papers...
4. ONLY ballpoint pens are allowed to be used in answering the questions...

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...

Total Number of pages = 4 (Including the cover page)

PART A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **NINE (9)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Explain **TWO (2)** considerations of estimates activity components.

(4 marks)

Question 2

Describe **FIVE (5)** roles of a 'functional manager'.

(10 marks)

Question 3

Distinguish the differences between 'Product Scope' and 'Project Scope'.

(4 marks)

Question 4

Suggest **SIX (6)** ways in developing the scope statement for event project.

(12 marks)

Question 5

Elaborate **FIVE (5)** elements of Unified Project Management Methodology.

(10 marks)

Question 6

Construct **FIVE (5)** techniques that can be used by an event project manager to create accurate estimates in project scheduling.

(10 marks)

Question 7

Explain **FIVE (5)** steps that project management software can help event manager to execute and control of an event.

(10 marks)

Question 8

Describe **FIVE (5)** ways that event project stakeholders can use Project Management software web application in communicating the event progress.

(10 marks)

Question 9

Illustrate the Work Breakdown Structure based on tasks given below.

(10 marks)

Event name	Malaysia Rock Concert 1.0
Tasks	Marketing
	Venue Preparation <ul style="list-style-type: none">- Site Location- Auditorium- Staging<ul style="list-style-type: none">- Power- Staging- Pyrotechnics- Rigging- Graphics- Sound- Filming- Lighting- Amenities- Access & Egress (Exit)- Media Facilities- Power & Utility Infrastructure
	Event Management
	Performance

END OF PART A

PART B: ESSAY QUESTIONS (20 marks)

INSTRUCTION: There is **ONE (1)** essay question. Answer all questions in the Answer Booklet (s) provided.

Question 1

A project manager is a person who has the overall responsibility for the successful planning and execution of a project. Discuss the responsibility of a project manager to ensure the successful planning of an event.

(20 marks)

END OF EXAM PAPER