



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BEV2408 – SPORTS EVENT MANAGEMENT**
 Semester & Year : January - April 2017
 Lecturer/Examiner : Lisa Martini
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FIVE (5) structured type 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: STRUCTURED QUESTIONS (60 MARKS)
INSTRUCTION(S): There are FIVE (5) structured type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Justify with reasons what makes football the most popular sport in Malaysia. **(10 marks)**

Question 2

From a spectator's point of view, how can sport be regarded as a unique product? **(10 marks)**

Question 3

a) Identify the role of sports organization. **(10 marks)**

b) Determine **TEN (10)** ways to keep volunteers to work in a happy environment at a sports event. **(10 marks)**

Question 4

Describe how concession sales can help to maximize revenue for a sports event. **(10 marks)**

Question 5

Discuss the key factors in winning bids for the Olympics. **(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 how the biggest mega sports event could leave an impact on its host country's economy.
(20 marks)

Question 2

Analyze the strategic importance of financial planning at an early stage for a sports event like the Olympics.
(20 marks)

END OF EXAM PAPER