



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DEV2302 PROJECT MANAGEMENT FOR EVENTS**
 Semester & Year : January – April 2017
 Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:**
 - PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (60 marks) : There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.**
 - PART C (20 marks) : There is ONE (1) essay question. Answer all question in the Answer Booklet (s) 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 = 8 (Including the cover page)

PART B: SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are SEVEN (7) short answer questions.
 Answer all questions in the Answer Booklet(s) provided.

Question 1

Identify the duration estimates for the conference task below.

(10 marks)

Activity		Resources	Duration Estimate	Earliest	
				Start	Finish
1.	Venue confirmation	Helen	5	0	5
2.	Identify sponsors	Ben	14	<u>(A)</u>	<u>(B)</u>
3.	Design poster	Ahmad	7	<u>(C)</u>	<u>(D)</u>
4.	Invitation of speaker & participants	Lana	2	<u>(E)</u>	28
5.	Buying items	Helen	3	<u>(F)</u>	<u>(G)</u>
6.	Briefing to volunteer	Joanne	1	<u>(H)</u>	<u>(I)</u>
7.	Find the photographer	Michelle	2	<u>(J)</u>	<u>(K)</u>
8.	VIP Invitation	Lana	2	34	36
9.	Guest list confirmation	Andy	4	<u>(L)</u>	<u>(M)</u>
10.	Wrapping hamper	Lana	3	<u>(N)</u>	43
11.	Decoration	All teams	4	43	<u>(O)</u>
12.	Set up	All teams	4	<u>(P)</u>	<u>(Q)</u>
13.	Reporting & Claims	Helen & Ben	3	51	<u>(R)</u>
14.	Submit report to sponsors	Helen & Ben	5	<u>(S)</u>	<u>(T)</u>

Question 2

Describe **FOUR (4)** type of tasks that are available in the Project Management with relevant example of each.

(8 marks)

Question 3

a) Briefly explain the term “constraints” that are widely used in the Project Management.

(2 marks)

b) Identify any **FOUR (4)** types of constraints.

(8 marks)

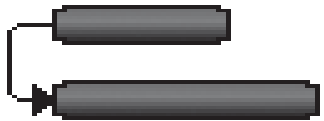
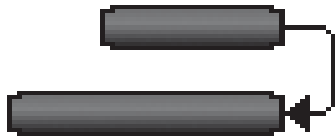
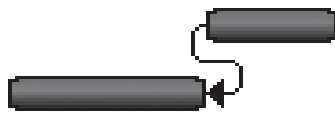
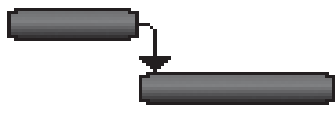
Question 4

Explain **FIVE (5)** constraints that can cause major problems during event project.

(10 marks)

Question 5

Rename the types of the relationship below and provide **ONE (1)** example in event situation to justify your answer.

Types of relationship	Name of the relationship	Example in event situation
		
		
		
		

(8 marks)

Question 6

Describe **FIVE (5)** techniques that can be used to create the accurate duration estimates.

(10 marks)

Question 7

Identify **TWO (2)** aspects of work resources.

(4 marks)

END OF PART B

PART C: ESSAY QUESTIONS (20 marks)
INSTRUCTION: There is ONE (1) essay question.
Answer all questions in the Answer Booklet (s) provided.

Question 1

An event project manager needs to apply broad set of skills in managing a project. Discuss the primary skills that are crucial to accomplish an event project.

(20 marks)

END OF EXAM PAPER