

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE2013 EVENT RISK MANAGEMENT**
Trimester & Year : January to April 2021
Lecturer/Examiner : Kit Thong
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 sections:

SECTION A (80 marks) : Answer SEVEN (7) short answer questions.

SECTION B (20 marks) : Answer ONE (1) essay question.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
4. 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 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.

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

SECTION A: SHORT ESSAY QUESTIONS (80 marks)
INSTRUCTION(S): Answer all questions.

Question 1

A) In your own words, give a definition of risk in relation to events management. (2 marks)

B) Tyler, the festival manager has identified the major risks associated with the music festival that he is planning. Explain what are the **FOUR (4)** risk response treatment strategies that Tyler can use to ensure that the music festival run smoothly . (8 marks)

Question 2

Lance is planning to organize an Electric Dance Music Festival to be held in Bukit Jalil National Stadium next year. Advise him on the PUSPAL requirement that he should comply in order to get approval for the event. (12 marks)

Question 3

Explain differences between Mitigation plan and Contingency plan. (10 marks)

Question 4

Help Ryder, the festival manager to identify **SIX (6)** categories of stakeholder that she would need to engage in order to ensure the success of the music festival that she is organising. Give an example for each category. (12 marks)

Question 5

It is important the event team produce a comprehensive site map for the special event that they are organising. Point out the crucial areas that should be included in the site map. Illustrate your answers with examples. (14 marks)

Question 6

Big concerts could mean big money but they often meant chaos when large crowd loses control. What are the conditions that would make a crowd lose control? Illustrate your answers with examples. (14 marks)

Question 7

Explain the purpose of using crowd barriers in a concert. (8 marks)

SECTION B:
INSTRUCTION:

ESSAY QUESTION (20 marks)
There are ONE (1) essay question.

Question 1

Explain the benefits of using contactless technology to Helen, the festival manager who is organising a Jazz Music Festival in 2022.

END OF EXAM PAPER