

**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 : **EVE1523 SPECIAL EVENT MANAGEMENT**
Semester & Year : May – August 2021
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FOUR (4) short answer 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 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)

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1

Tomorrowland - a Belgian electronic dance music festival was first held in 2005. It now stretches over two weekends and usually sells out in minutes with 400,000 People of Tomorrow (attendee).

Recently, Belgian government has approved 75,000 capacity events by the end of August 2021. The iconic dance music festival is scheduled to take place later than the usual July dates on August 27-29 and September 3-5. Although there has been a lot of uncertainty around the festival going ahead or not, it seems like everything is starting to clear up now.

If you are the event owner of the Tomorrowland:

- i. Determine **FIVE (5)** reasons to convince the public why they should attend the event live. **(10 marks)**
- ii. Identify **FIVE (5)** reasons to convince the People of Tomorrow why they should participate in this music festival. **(10 marks)**

Question 2

With the spread of COVID-19 and the implementation of lockdown in various countries, many well-known pop singers such as Camilla Cabello, Justin Bieber, Taylor Swift, and Doja Cat had to postpone or cancel their world tour events. Lady Gaga announced the postponement of the Chromatica Ball which was supposed to take place in Summer 2020.

Instead, to make up for lost shows, some artists have turned to online streaming. Recently, BTS celebrated their 8th anniversary with a two-day fan event called BTS 2021 Muster Sowoozoo, held on June 13 and 14, 2021. The virtual show gathered over 1.33 million paid viewers from across 195 countries and brought in over \$71 million in two days.

A group of local artists including Dato' Sri Siti Nurhaliza Tarudin, Datuk Sheila Majid, Faizal Tahir, Fish Leong, Michael Wong and Shila Amzah approach you for virtual show.

As an event organizer, evaluate the potential challenges involved in organizing a virtual show and illustrate the methods to overcome it. **(20 marks)**

END OF EXAMINATION PAPER