



Private & Confidential

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

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Subject Code & Name : **EVE2004 – EVENT PROJECT MANAGEMENT**
Semester & Year : May - August 2021
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 FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
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 meet 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 = 4 (Including the cover page)

PART A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Clarify **FIVE (5)** ways an event manager can acquire sufficient resources for a project. **(15 marks)**

Answer:

Question 2

Knowing the types of resources an activity requires can help you improve your estimate of the activity's duration.

- a) Discuss **FOUR (4)** components to consider when estimating durations for a project activity **(12 marks)**

Answer:

- b) Determine **TWO (2)** factors in determining resources to support a project. **(4 marks)**

Answer:

Question 3

Penelope has been appointed as the Project Manager for the upcoming Virtual Conference for Medical Industry organized by CAKE Events & Co.

- a) Advise **FIVE (5)** essential duties of Project Manager that Penelope needs to understand when she take the role. **(15 marks)**

Answer:

b) Elaborate **FIVE (5)** responsibilities to CAKE Events & Co. that Penelope need to carry when organizing events.

(15 marks)

Answer:

Question 4

Outline **THREE (3)** primary forms of dependencies that are important in creating a strong project schedule

(9 marks)

Answer:

Question 5

Stakeholder is anyone who can positively or negatively influence the project. Enlighten **FIVE (5)** demands that a project manager gets from stakeholders

(10 marks)

Answer:

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

Project identification is a process in the initiating phase of project life cycle. Justify the subsets of project identification in the process to assess each project idea and select the project with the highest priority.

(20 marks)

Answer:

END OF EXAM PAPER