

**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 : May to August 2021
Lecturer/Examiner : Kit Thong
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 sections:

SECTION A (80 marks) : Answer FIVE (5) 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 ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): Answer all questions.

Question 1

Stakeholders management is an area that every event manager needs to focus on (12 marks)
therefore help Orla, the festival manager to identify **SIX (6)** categories of stakeholder for
the music festival that she is organising. Give an example for each category.

Question 2

Big concerts often involve large crowd. At times, organisers can lose control over the (16 marks)
crowd. What are the conditions that would make a crowd lose control? Illustrate your
answers with examples.

Question 3

Yoland, the newly appointed Event Manager is planning a one-day Urban Music Fest to
be held in December 2021. The event is expected to attract approximately 1500
attendees.

A) Yoland is required to design a booth structure that suit general usage but will (12 marks)
also need to comply to food safety. What are the essential guidelines that Yoland
should follow in order to produce a booth that fulfill all the requirement?

B) Yoland is keen to serve alcohol at the event but is worried her crew cannot (16 marks)
control the problems arise from intoxicated attendees. Advise Yoland on how
she should handle this task.

Question 4

Explain **FOUR (4)** risk response treatment strategies that an event manager can use. (12 marks)
Provide an example for each strategy.

Question 5

Explain the **SIX (6)** criteria of a crowd. (12 marks)

END OF SECTION A

SECTION B:
INSTRUCTION:

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

Question 1

On 11th of April 2017, the team bus of Borussia Dortmund, a German football club faced a series of controlled explosions when the team left the hotel. Acts of terrorism aimed at sporting events are gradually increasing. Explain why.

END OF EXAM PAPER