



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

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Student ID (in words) : \_\_\_\_\_  
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Course Code & Name : **EVE1523 Special Event Management**  
Semester & Year : May – August 2022  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 3 Hours

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1. This question paper consists of 2 parts:  
PART A (60 marks) : FIVE (5) Short answer questions. Answers are to be written in the Answer Booklet provided.  
PART B (40 marks) : TWO (2) Essay Questions. Answers are to be written in the Answer Booklet provided.
  2. Candidates are not allowed to bring any unauthorised 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 (60 MARKS)**  
**INSTRUCTION(S):** There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

The bombing that occurred at the 1996 Olympic Games in Atlanta, Georgia, resulting in two deaths and more than 100 injuries. Discuss **FOUR (4)** motives why events is often targeted as the “acts of terrorism”.

12 marks

**Question 2**

If a country decide to host Olympic events, they need to provide a feasibility study to assure the organizer that they are capable to host the event compare to the others. Explain **FOUR (4)** purpose of bidding process to secure event organizing.

12 marks

**Question 3**

Thaipusam is one of the largest ritual festival celebrated by Indian race in Malaysia. Enlighten **FOUR (4)** principles of crowds during the festival.

12 marks

**Question 4**

Ibrahim (2016) provides a useful study on the methods used by event professionals to manage the risk of terrorism. Discuss **FOUR (4)** methods that can reflect the security measures that are currently implemented at major events.

12 marks

**Question 5**

Sternberg argues that to manage risk at an event, the event risk manager must prevent risk before it happens. Explain **FOUR (4)** ways to prevent risk at event.

12 marks

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S):** There are **TWO (2)** essay questions. You are required to **ALL** questions in the Answer Booklet(s) provided.

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**Question 1**



Le Tour de Langkawi is a multiple stage bicycle race held in Malaysia. It is named after the archipelago Langkawi, where the first edition started and finished. The race has been held annually since 1996.

Discuss **FOUR (4)** political impact that can be gained by Malaysia when the event is organized.

20 marks

## Question 2



On November 5<sup>th</sup>, 2021, a fatal crowd crush occurred during the first night of the 2021 Astroworld Festival that was held at Houston. Eight people died on the night of the concert and two more died in the hospital over the following days of the incident.

Analyze **FOUR (4)** measures to be implemented in managing event crowd while organizing such event.

20 marks

**END OF EXAM PAPER**