



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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Subject Code & Name : EVE2004 Events Project Management  
Semester & Year : May - August 2023  
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 = 3 (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.

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**Question 1**

Explain **FIVE (5)** responsibilities during the planning stage in event project.

**(15 marks)**

**Question 2**

BERJAYA University College in collaboration with FAMES Event Planning is organizing the “Event Management Technical Course” in BERJAYA Times Square Hotel on July 27-29, 2023. Due to the event nature, both of the organizing entity needs to form a reliable team to conduct this event.

a) Recommend **FIVE (5)** ways that can help the Project Manager to obtain resources needed in preparing for the event.

**(15 marks)**

b) Elaborate **FIVE (5)** common managerial duties of the Project Manager for this particular event.

**(15 marks)**

**Question 3**

Planning phase provide the necessary steps to meet those objectives by further identifying the specific activities. Elaborate **SMART** rule to help the event manager in articulating the objectives of the event.

**(15 marks)**

**Question 4**

Explain **FOUR (4)** responsibilities of the event manager towards the project.

**(8 marks)**

**Question 5**

Explain **FOUR (4)** subsets in identifying a project.

**(12 marks)**

**END OF PART A**

**PART B:**  
**INSTRUCTION:**

**ESSAY QUESTIONS (20 marks)**  
There is **ONE (1)** essay question. Answer all questions in the Answer Booklet (s) provided.

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**Question 1**

When it comes to event planning, event manager job is to make sure every single detail of the event runs smoothly. Hence, it is very important for them to review all the constraints that are common in managing event. Justify **FOUR (4)** constrains that can cause difficulties in managing event project.

**(20 marks)**

**END OF EXAM PAPER**