



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 15 boxes]

Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : BEV2404 – EVENT PROJECT MANAGEMENT
Semester & Year : May – August 2017
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 EIGHT (8) short answer questions. PART 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.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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 of Hospitality 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 of Hospitality.

Total Number of pages = 3 (Including the cover page)

**PART A: SHORT ANSWER QUESTIONS (80 marks)**  
**INSTRUCTION(S):** There are EIGHT (8) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Explain **FIVE (5)** process groups of project management and its responsibilities. (10 marks)

**Question 2**

Discuss **FIVE (5)** demands that an Event Manager need to fulfilled in a project. (10 marks)

**Question 3**

- a) Define 'duration estimates'. (2 marks)
- b) Describe **FOUR (4)** components of an activity that requires estimation. (8 marks)

**Question 4**

Explain any **FIVE (5)** views of project management. (10 marks)

**Question 5**

Classify **FIVE (5)** techniques to create accurate estimates for an event project. (10 marks)

**Question 6**

Clarify **FIVE (5)** information that is available on a Project Plan. (10 marks)

**Question 7**

Explain **FIVE (5)** ways that Project Management software can assist an event manager in completing an event project. (10 marks)

**Question 8**

Briefly describe any **FIVE (5)** aspects of successful project that event manager can implement in completing a project. (10 marks)

**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.

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**Question 1**

The project scope aims to specify the work that is to be completed according to the specifications of the event scope in order to determine if the event is successful. Justify how event manager can develop scope statement.

(20 marks)

**END OF EXAM PAPER**