



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 12 boxes]

Student ID (in words) : _____

Course Code & Name : EVE2004 – Event Project Management
Trimester & Year : May – August 2018
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 SEVEN (7) short answer questions... PART B (20 marks) : Answer ONE (1) essay question...
2. Candidates are not allowed to bring any unauthorized materials...
3. This question paper must be submitted along with all used and/or unused rough papers...
4. Only ballpoint pens are allowed to be used in answering the questions...

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...

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

PART A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **SEVEN (7)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Event project is an effort to accomplish specific objectives through a unique set of interrelated tasks and the effective utilization of resources.

- a) Explain **SEVEN (7)** elements to start an event project. (14 marks)
- b) Describe **THREE (3)** activities that support the elements of an event project. (6 marks)

Question 2

Discuss **FIVE (5)** aspects of project management that can help event managers to successfully manage an event. (10 marks)

Question 3

- a) Define 'project dependencies'. (2 marks)
- b) Describe **FOUR (4)** forms of project dependencies. (8 marks)

Question 4

Analyze **FIVE (5)** ways to accurately measure estimates of project duration. (10 marks)

Question 5

Identify **FIVE (5)** criteria of in acquiring personnel for a successful event project team. (10 marks)

Question 6

Evaluate **FIVE (5)** ways an event manager can adapt in order to reduce obstacles when planning an event. (10 marks)

Question 7

Classify **FIVE (5)** types of constraints in event project schedule. (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.

Question 1

Project constraint is one of the important factors that would influence the way event manager manage the project and in some cases, it would be a determinant factor to decide whether to continue the project or not. Analyze the issues of constraints that can affect the delivery of the project.

(20 marks)

END OF EXAM PAPER