

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 – August 2018
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay questions. 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 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)

PART A: SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions. Answer all questions in the **Answer Booklet(s)** provided.

Question 1

1. Crowding occurs as a result of an excessively large number of people gathering in a specified area.

a) Explain **FOUR (4)** principles of crowd.

(8 marks)

b) Distinguish 'crowd control' and 'crowd management'.

(4 marks)

Question 2

Elaborate **FIVE (5)** factors that will affect the planning of spectators' movement when organizing mega events.

(10 marks)

Question 3

Describe **FIVE (5)** methods to conduct event risk management.

(10 marks)

Question 4

Analyze **FIVE (5)** concerns of risk for organizing outdoor events.

(10 marks)

Question 5

Justify **FIVE (5)** types of typical risk factors that event manager have to be aware when organizing LIMA 2017.

10 marks

Question 6:

Determine **FOUR (4)** ways of documenting risk.

(8 marks)

END OF PART A

PART B: ESSAY QUESTION (40 marks)

INSTRUCTION: There are TWO (2) essay questions. Answer the question in the Answer Booklet (s) provided.

Question 1:

Carrying out a fire risk assessment is always the best course of action, whether the event is to be held at a permanent venue or a temporary outdoor event space. Discuss how an event risk manager is required to assess fire safety when planning an outdoor event.

(20 marks)

Question 2:

Whether managing a small or large event, the event risk manager must implement a thorough assessment to ensure that they have addressed the possible risk factors associated with the event. Analyze the measures that an event risk manager can use in order to conduct the risk assessment professionally.

(20 marks)

END OF EXAM PAPER