

**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM**

**FINAL ASSESSMENT**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **EVE2013 EVENT RISK MANAGEMENT**  
Trimester & Year : May to August 2020  
Lecturer/Examiner : Kit Thong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- 1. This question paper consists of 1 part:  
PART A (100 marks) : Eight (8) short essay questions.**
- 2. Students are to use Word document to type out the answers.**
- 3. Students are to submit the softcopy of the answer script through email together with the completed Honour and Authenticity Declaration Form.**

**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.

**PART A: SHORT ESSAY QUESTIONS (100 marks)**  
**INSTRUCTION(S): Answer all questions.**

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**Question 1**

- A) In your own words, give a definition of risk in relation to events management. (2 marks)
- B) Explain **FOUR (4)** risk response treatment strategies that an event manager can use. (8 marks)

**Question 2**

Stakeholders management is an area that every event manager needs to focus on therefore help Orla, the festival manager to identify **SIX (6)** categories of stakeholder for the music festival that she is organising. Give an example for each category. (12 marks)

**Question 3**

On 11<sup>th</sup> of April 2017, the team bus of Borussia Dortmund, a German football club faced a series of controlled explosions when the team left the hotel. Acts of terrorism aimed at sporting events are gradually increasing. Explain why. (14 marks)

**Question 4**

Explain how the "State of Mind Scale" model can be applied in crowd safety management. (12 marks)

**Question 5**

If an event manager have to design a comprehensive site map for a special event, what are the crucial area that should be included? Illustrate your answers with examples. (14 marks)

**Question 6**

Big concerts could mean big money but they often meant chaos when large crowd loses control. What are the conditions that would make a crowd lose control? Illustrate your answers with examples. (16 marks)

**Question 7**

Jerry is planning an Electric Dance Music Festival to be held in Axiata Arena next year. Advise him on the PUSPAL requirement that he should comply in order to get approval for the event. (10 marks)

**Question 8**

Explain the causes of foodborne illness commonly found in special events. Illustrate your answers with examples. (12 marks)

**END OF EXAM PAPER**