



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DEV2302 Project Management For Events**
Semester & Year : September - December 2016
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:**
PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (60 marks) : There are SIX (6) short answer questions. Answer all questions in the Answer Booklet(s) provided.
PART C (20 marks) : There is ONE (1) essay question. Answer all question in the Answer Booklet (s) provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 8 (Including the cover page)

PART B: 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

- a) Describe “WBS”. (2 marks)
- b) Based on the figure below, develop a WBS accordingly. (10 marks)

WBS	Task name for Conference
1	Speakers
1.1	Decide topics
1.2	Decide speakers
1.3	Arrange speakers
2	Venue
2.1	Decide venue
2.2	Book venue
3	Marketing
3.1	Decide flyers
3.2	Print flyers
3.3	Mail flyers

Question 2

Describe **FOUR (4)** limitations that can cause problems in managing event as a project. (8 marks)

Question 3

Distinguish **FOUR (4)** categories of project requirements as stated by Wijnen (2004) and justify your answer with an example. (12 marks)

Question 4

Illustrate **FOUR (4)** task relationships and justify your answer with **ONE (1)** example of an event. (12 marks)

Question 5

- a) Justify **THREE (3)** type of resources. (6 marks)
- b) Identify **TWO (2)** factor that need to be considered in determining resources. (2 marks)

Question 6

Describe **FOUR (4)** components in considering estimates.

(8 marks)

END OF PART B

PART C: ESSAY QUESTIONS (20 marks)

INSTRUCTION: There is **ONE (1)** essay question. Answer all questions in the Answer Booklet (s) provided.

Question 1

Alicia just started working at Emerald Events Management as an Event Executive. Her first task is to plan a conference for 500 pax in January 2017. She discovered that it would be easier for her to plan the event in phases. Discuss the best way that she can plan the event.

(20 marks)

END OF EXAM PAPER