



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 14 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : EVE2013 – Event Risk Management
Semester & Year : September – December 2017
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (60 marks) : Answer all SEVEN (7) short answer questions. PART B (40 marks) : Answer TWO (2) essay questions.
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 (60 marks)
INSTRUCTION(S): There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Explain **FIVE (5)** types of risk factors that are typical in events.

(10 marks)

Question 2

Elaborate **FIVE (5)** components of life safety evaluation.

(10 marks)

Question 3

Explain **FIVE (5)** ways to reduce the risk of lightning when planning an outdoor event.

(10 marks)

Question 4

Clarify **THREE (3)** types of event crowds.

(6 marks)

Question 5

Describe **FIVE (5)** ways that can be used to identify risk during event planning process.

10 marks

Question 6:

As an Event Manager, describe **FIVE (5)** services that you can provide for senior citizens attending a convention.

(10 marks)

Question 7

Describe **TWO (2)** issues that can trigger crowd panic in a concert.

(4 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:

Risk Management must be planned and consistently applied in order to be effective. Discuss the process of risk management that an event manager needs to conduct when planning an event.

(20 marks)

Question 2:

In the 2010 Commonwealth Games held in Delhi, athletes around the world withdrew from the games due to safety concerns of high terrorism attack throughout India. Justify the reasons why events' becoming the target of terrorism.

(20 marks)

END OF EXAM PAPER