

**FACULTY OF HOSPITALTY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **EVE2004 – EVENT PROJECT MANAGEMENT**
Semester & Year : September - December 2019
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (80 marks) : Answer all EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet 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 = 3 (Including the cover page)

PART A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **EIGHT (8)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Explain **FIVE (5)** necessary duties of an event manager in managing an event project. (10 marks)

Question 2

Describe **FIVE (5)** benefits in implementing the project management software to manage an event. (10 marks)

Question 3

Elaborate **FIVE (5)** demands that an Event Manager needs from the stakeholders of a project. (10 marks)

Question 4

Assess **FIVE (5)** techniques that can be used by a project manager to provide accurate estimation of a project schedule. (10 marks)

Question 5

Explain **FIVE (5)** project constraints when competing for an event project. (10 marks)

Question 6

Propose **FIVE (5)** ways for a project manager to develop the scope statement for an event project. (10 marks)

Question 7

Describe **FIVE (5)** efforts of an event manager to monitor and control the project to ensure a successful event. (10 marks)

Question 8

Event project managers are responsible for integrating competing demands into a project. Describe **FIVE (5)** demands that are anticipated in managing a project. (10 marks)

END OF PART A

PART B: ESSAY QUESTION (20 marks)

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

Question 1

The success of any project is highly influenced by the project team tasked with delivering it. Even the best planned projects may fail to meet their objectives if the project team does not perform to the best of their ability. Analyse **FOUR (4)** characteristics that best describes a successful project team in event project.

(20 marks)

END OF EXAM PAPER