

**FACULTY OF HOSPITALITY AND TOURISM
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 : September - December 2019
Lecturer/Examiner : Kit Thong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- 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 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

Jane has been assigned as the Event Manager to run the inaugural Kids Music Festival 2019 in Kuala Lumpur. Determine the loss prevention process that Jane should follow.

(10 marks)

Question 2

Analyze **FIVE (5)** types of crowd that requires attention from Event Organizer.

(10 marks)

Question 3

Kevin, the newly appointed Festival Event Manager has been tasked to develop an emergency plan for next year's Indigenous Cultural Festival. What are the important aspects that Kevin should include in the plan?

(10 marks)

Question 4

It is important to put in place a contingency plan in any event. Identify **FIVE (5)** common problems that an event manager should be prepared for.

(10 marks)

Question 5

Identify and describe the conditions that would make crowds lose control?

(10 marks)

Question 6

List **FIVE (5)** food safety guidelines for events.

(10 marks)

END OF PART A

PART B: ESSAY QUESTION (40 marks)

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

Question 1:

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 are becoming the target of terrorism.

(20 marks)

Question 2:

As a Risk Manager of an outdoor event, you have been instructed to create an event risk management plan. Analyze the process of risk management planning to highlight key areas of risk in an outdoor event.

(20 marks)

END OF EXAM PAPER