



Private & Confidential

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 : **EVE1523 Special Event Management**
Semester & Year : September - December 2020
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 3 Hours

1. This question paper consists of 2 parts:
PART A (60 marks) : **FOUR (4) Short answer questions. Answers are to be written in the Answer Booklet provided.**
PART B (40 marks) : **TWO (2) Essay Questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
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 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 **FOUR (4)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

- a) Suggest **FOUR (4)** types of special effects and how it can enhance the atmosphere during Blackpink concert in Bukit Jalil Indoor Stadium. 12 marks
- b) Elaborate **FOUR (4)** actions that an event manager must keep in mind when treating fire showpieces during the concert. 12 marks

Question 2

Explain **FOUR (4)** principles of crowd in events. 12 marks

Question 3

State the rules that the attendees need to adhere when having alcohol in event. 12 marks

Question 4

Entertainment is the action of providing or being provided with amusement or enjoyment to the audience during special events. Clarify the reasons of having entertainment during arts festival. 12 marks

PART B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S): There are **TWO (2)** essay questions. You are required to **ALL** questions in the Answer Booklet(s) provided.

Question 1

In 2017, a small island of Exuma in Bahamas was scheduled to host a huge music festival but later to know, it was a fraudulent event. Discuss **FOUR (4)** negative impact of the social-cultural in the community in regards to this fraudulent event.

20 marks

Question 2

A good event organizer must have a cooperative efforts with many agencies to control the crowd. Analyze **FOUR (4)** measures that can be used to manage the crowd during parades.

20 marks

END OF EXAM PAPER