

**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**
Semester & Year : September to December 2020
Lecturer/Examiner : Kit Thong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:

SECTION A (80 marks) : Answer FIVE (5) short answer questions.

SECTION B (20 marks) : Answer ONE (1) essay question.

2. Candidates are not allowed to bring any unauthorized 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)

SECTION A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): Answer all questions.

Question 1

Mandy, the Festival Director is concerned with crowd management at the venue entrance on the day of the event.

- A) Discuss **FIVE (5)** types of crowd that Mandy can expect at the event. (10 marks)
- B) Explain the measures that Mandy can employ to reduce the risk of crowd stopping once attendee are inside the entrance. (12 marks)
- C) Suggest **TWO (2)** queuing systems that is suitable for a popular music festival. Support your answers with example. (8 marks)

Question 2

George, the newly appointed Event Manager is planning a one-day Indigenous Cultural Fest to be held in June 2021. The festival will open its doors at 10.00am and is expected to attract 1500 attendees. Activities lined up include workshops focusing on heritage food and art conducted by top indigenous artists from around this region. The highlight of the festival is the finale concert featuring top bands performing until the close of the event at 10.00pm.

- A) George has been tasked to design a booth structure to suit general usage but will also comply to food safety. Elaborate the essential guidelines that George should follow in order to produce a booth design that will fulfil the requirement. (12 marks)
- B) Based on the information given above, state the minimum requirement for water and sanitation provision that George needs to prepare onsite. (12 marks)

Question 3

Explain the role of security at a special event. (8 marks)

Question 4

In your words, explain the model of "State of Mind" scale model in relation to crowd safety. (12 marks)

Question 5

Good communication is the most important factor in successful crowd management. (6 marks)
What are the type of information that a festival manager should prepare when organising a major music festival? Support your answers with example.

END OF SECTION A

SECTION B:
INSTRUCTION:

ESSAY QUESTION (20 marks)
There are ONE (1) essay question.

Question 1

In July 2019, police reported that an estimated 1,500 people were injured in the Italian city of Turin after a firecracker provoked a stampede. Thousands of football fans were watching a live relay of Juventus' Champions League final against Real Madrid in Cardiff when a bang was heard and rumours of an explosion spread. Large crowds can be dangerous and poses serious hazards. Discuss the hazards that an event manager should be aware when planning a popular sporting event.

END OF EXAMINATION PAPER