



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

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Student ID (in words) : \_\_\_\_\_  
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Course Code & Name : **EVE1523 Special Event Management**  
Semester & Year : September - December 2021  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 3 Hours

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1. **This question paper consists of 2 parts:**  
**PART A (60 marks) : FIVE (5) 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 meet 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 FIVE (5) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

The Boston Marathon bombing was a domestic terrorist attack that took place during the annual Boston Marathon on April 15, 2013. Discuss **FOUR (4)** motives why events is often targeted as the “acts of terrorism”.

12 marks

**Question 2**

Describe **FOUR (4)** purpose of bid process.

12 marks

**Question 3**

Enlighten **FOUR (4)** principles of crowds during national festival.

12 marks

**Question 4**

State the rules that the football attendees need to conform when having alcohol during football matches.

12 marks

**Question 5**

Due to the Covid-19 pandemic, all events has been force to stop. Now, most if the countries are facing the endemic and event industry are started to catch a breather. Discuss the current trends that can implemented when organizing events during this endemic time.

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.

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**Question 1**



“LIMA is one of the most influential shows within the maritime and aerospace industries, commencing in Langkawi since 1991. LIMA brings top decision makers from military and civil industry leaders with prominent manufacturers and suppliers from around the globe, in creating the ideal platform to partner and business opportunities. During the event, insightful roundtables, conferences and dedicated business programmes; combined with trademark air shows and maritime demonstrations makes LIMA a truly comprehensive affair; an event that certainly has a priority on every industry player's calendar.”

(Excerpt from <http://www2.limaexhibition.com/>)

Discuss **FOUR (4)** positive image that can be gained by Langkawi when the event is organized.

20 marks

**Question 2**

With a growing population, increasing urbanization and a growing threat of terrorism, there is an increased potential for crowd disasters causing injuries and death during mega events. Analyze **FOUR (4)** measures in managing event crowd that can be implemented while organizing such event.

20 marks

**END OF EXAM PAPER**