



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 2022  
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) : **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 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 **FOUR (4)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Ibrahim (2016) provides a useful study on the methods used by event professionals to manage the risk of terrorism. Discuss **FIVE (5)** methods that can reflect the security measures that are currently implemented at major events.

15 marks

**Question 2**

Sporting events are finally up and running all across the globe after near and or partial shutdowns due to the ongoing pandemic. Discuss **FIVE (5)** importance of organizing sport events.

15 marks

**Question 3**

“Super Junior” was having their very first concert in Kuala Lumpur recently and the crowd was massive. Enlighten **FIVE (5)** principles of crowds during the concert.

15 marks

**Question 4**

Festivals are found in all societies and are seen as a unique tourist attraction for the organisers, constituting one of the most exciting and fastest growing areas within the tourism industry. Explain **FIVE (5)** ways how communities’ culture can be developed by providing interactive activities for event visitors during festival.

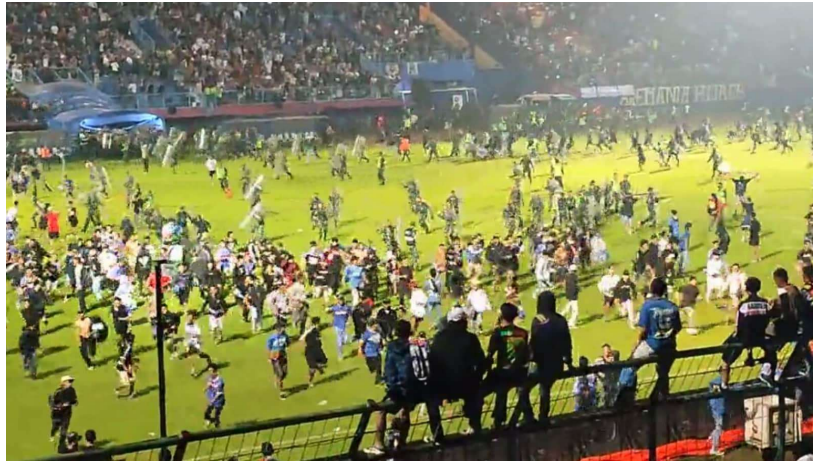
15 marks

**END OF PART A**

**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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On 1 October 2022, a fatal human crush occurred following an association football match between Arema FC and Persebaya Surabaya at Kanjuruhan Stadium in Malang Regency, East Java, Indonesia. At least 125 people have been killed and around 320 injured and making it as one of the world's worst ever sports stadium disasters.

During the riot, police used teargas in response to a pitch invasion by rioting fans, causing a crush among panicked spectators. Officers and organisers now are facing scrutiny over the tragedy, including questions over the use of teargas inside the venue, which is contrary to International Federation of Football Association (FIFA) guidance.

**Question 1**

Discuss **FOUR (4)** challenges that need to be on top of event manager mind when organizing sporting events.

20 marks

**Question 2**

The good event risk managers must have cooperative efforts with local law enforcement, event organizers and from venue provider in order to smoothen the management of the event. Evaluate **FOUR (4)** measures that can be implemented in managing the aggressive crowd during the above incident.

20 marks

**END OF EXAM PAPER**