



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 2023
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.

Question 1

October 29th 2023, mark one year of the Halloween festivities tragedy happen at Itaewon, Seoul where there were 159 people were killed and hundreds was injured due to crowd crashing. Discuss **FIVE (5)** principle of crowds that associated with the above event.

15 marks

Question 2

Public events generally held in communal spaces, and free to attend or spectate. They typically require the permission or involvement of public officials, such as the municipal councils. Explain **FIVE (5)** types of public events.

15 marks

Question 3

Discuss **FIVE (5)** common features of special events

15 marks

Question 4

Stakeholders are individuals and/or organizations with a legitimate interest in the outcomes of an event, in which the success of events would depend on stakeholders' competing needs, expectations and interests. Explain **FIVE (5)** types of stakeholders and their contributions to and for special events.

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.



On July 27, 1996, a single homemade pipe bomb left in a knapsack exploded amid a crowd of spectators in Centennial Olympic Park, near the main sites of the Olympic Games in Atlanta. The blast caused by the crude device killed one person and injured 112 others. A photojournalist also died, of a heart attack while running to cover the event. The perpetrator of the tragedy is, Eric Robert Rudolph (photo attached) is being escorted from the Cherokee County Jail for a hearing in federal court in 2003.

Question 1

Ibrahim (2016) provides a useful study on the methods used by event professionals to manage the risk of terrorism. Discuss **FOUR (4)** ways how the methods can be implemented during special events

20 marks

Question 2

Discuss **FOUR (4)** issues that are common in managing special events.

20 marks

END OF EXAM PAPER