

**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 - December 2023  
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil  
Duration : 3 Hours

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**INSTRUCTONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
**PART A (60 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**  
**PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.**
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)**

**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**

Justify **FIVE (5)** risk factors that are typical in event management.

(15 marks)

**Question 2**

Explain **FIVE (5)** principles of crowds.

(15 marks)

**Question 3**

Describe **FIVE (5)** characteristics of event as stated by Silvers.

(15 marks)

**Question 4**

An event manager must understand crowd behavior, as it is useful because its reveal causes and conditions that lead to crowd problems that result in injuries, deaths and property damage.

Determine **FIVE (5)** basic principles to understand crowd behavior.

(15 marks)

**END OF PART A**

**PART B: ESSAY QUESTION (40 marks)**  
**INSTRUCTION: There are TWO (2) essay questions. Answer the questions in the Answer Booklet (s) provided.**

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Event Manager often forget how important to always anticipate disasters and to be prepared for the unexpected in every instance, no matter how 'bullet-proof' the plan is or how smoothly the event seems to be flowing. In reality, there is no such thing as a "perfect" plan. There are always some threats lurking around the corner, waiting to wreak havoc if given the chance. This is why well-thought-out contingency planning is an oft-neglected but critically important element in event planning.

**Question 1**

Describe **FOUR (4)** ways an event manager can consider to improve contingency planning for an event.

(20 marks)

**Question 2**

Justify **FOUR (4)** causes of safety risk that every event manager should be attentive to consider planning for the unforeseen event.

(20 marks)

**END OF EXAM PAPER**