



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 2024
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 = 5 (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

Discuss **FIVE (5)** common event issues in event management.

15 marks

Question 2

Public events 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)** characteristics of special events.

15 marks

Question 4

Stakeholders are the people and/or organizations with a legitimate interest in the outcomes of an event. Clarify **FIVE (5)** relationships of stakeholders with their contributions 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.



From concerts to football matches and pilgrimages — crowd crushes have long been deadly. The crowd deaths at rapper Travis Scott's Astroworld concert have focused attention again, on how similar fatalities at major events like festivals and football matches occur. On November 5, 2021, a fatal crowd crush occurred during the Astroworld Festival, an annual musical event hosted by American rapper Travis Scott at NRG Park in Houston, Texas. Eight people were pronounced dead on the day of the incident, and two more died in the hospital in the following days.

Question 1

Discuss **FOUR (4)** principle of crowds that associated with the above event.

20 marks

Question 2

Explain **FOUR (4)** measures that can be used to control the crowd.

20 marks

END OF EXAM PAPER