



**FINAL EXAMINATION**  
**MARCH 2024**

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<b>COURSE TITLE</b>	<b>SPORTS EVENT MANAGEMENT</b>
<b>COURSE CODE</b>	<b>RSPR4133</b>
<b>DATE/DAY</b>	<b>26 JUNE 2024 / WEDNESDAY</b>
<b>TIME/DURATION</b>	<b>02:00 PM - 04:00 PM / 02 Hour(s) 00 Minute(s)</b>

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**INSTRUCTIONS TO CANDIDATES :**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 7 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARK]

SECTION A

(30 Marks)

There are THIRTY (30) questions in this section. Choose the CORRECT answer and write the answer in the answer booklet.

1. Which of the following is **NOT** a characteristic of a major event?
  - A. Tightly bound in time and space
  - B. Have a fixed dateline
  - C. Often informal and loosely structured
  - D. Conform to regulations
  
2. What is the typical starting point for a Minor Event Manager's career?
  - A. Director of Game Operations
  - B. Event manager assistant or student intern
  - C. Advanced degree holder
  - D. All the above
  
3. Which type of event is a platform for most event managers to gain experience?
  - A. Mega Event
  - B. Hallmark Event
  - C. Minor Event
  - D. Major Event
  
4. What are the three important functions involved in event management?
  - A. Planning, organizing, directing
  - B. Planning, implementing, evaluating
  - C. Marketing, promotion, execution
  - D. Budgeting, scheduling, staffing
  
5. What type of event is the Olympic Games?
  - A. Hallmark Event
  - B. Mega Event
  - C. Major Event
  - D. Minor Event
  
6. What is the purpose of planning in event management?
  - A. To create chaos and confusion
  - B. To avoid conflict and overlapping
  - C. To increase public relation problems
  - D. To ignore the needs of attendees

7. What is the purpose of describing the event concept in an event proposal?
- A. To confuse stakeholders
  - B. To establish clear aims and objectives of the event before proceeding with event details
  - C. To increase conflict within the organizing committee
  - D. To exclude certain stakeholders from the planning process
8. Which of the following is **NOT** a major element used to evaluate event objectives?
- A. Size of audience
  - B. Average temperature during the event
  - C. Sponsor recognition levels
  - D. Economic impact of the event
9. Which planning tool is used to represent the sequence of activities in an event?
- A. Maps and Model
  - B. Gantt Charts
  - C. PERT Chart
  - D. Organization Chart
10. What does PMBOK stand for?
- A. Project Management Board of Knowledge
  - B. Project Management Best Operational Knowledge
  - C. Project Management Body of Knowledge
  - D. Project Management Basics and Objectives Knowledge
11. Which of the following is **NOT** a potential aim of an event?
- A. Enhancing the reputation of the organizer/venue
  - B. Injecting funds into the local economy
  - C. Providing unique experience
  - D. Ensuring complete secrecy about the event's objectives
12. Which of the following is **NOT** a type of planning tool used in event management?
- A. Maps and Model
  - B. Gantt Charts
  - C. Run Sheet
  - D. Financial Projections
13. Which of the following is **NOT** a potential aim of an event?
- A. Improving community attitudes to health and fitness
  - B. Enhancing the reputation of the organizer/venue
  - C. Increasing conflict between the organizing committee and stakeholders
  - D. Raising funds for a charitable cause

14. What is the purpose of event feasibility assessment?
- A. To determine if the event is impossible to achieve
  - B. To justify the event and address management responsibilities
  - C. To develop a promotional plan for the event
  - D. To evaluate the event's success after its staging
15. Which of the following is **NOT** a relevant compliance issue described in the approval and consultation section?
- A. State or federal government regulations
  - B. Road and traffic authority requirements
  - C. Building codes and health regulations
  - D. Social media marketing strategies
16. What does the marketing section of an event proposal typically include?
- A. Detailed budget with itemized expenses
  - B. Risk management plan and operational logistics
  - C. Competitive analysis and customer segmentation
  - D. Emergency access and emergency management procedures
17. What is the purpose of financial management in event planning?
- A. To ensure the event is marketed effectively
  - B. To develop a detailed risk management plan
  - C. To justify income and expenditure for the event
  - D. To evaluate the outcomes against the event objectives
18. What is an essential aspect of marketing an event?
- A. Overpricing tickets
  - B. Ignoring customer segmentation
  - C. Meeting audience needs
  - D. Avoiding any analysis of the market
19. What document is typically prepared during the need's identification phase?
- A. Statement of work (SOW)
  - B. Request for Proposal (RFP)
  - C. Project plan
  - D. Budget proposal

20. How does project selection occur in the event project life cycle?
- A. By randomly choosing projects to implement
  - B. By evaluating various needs or opportunities against set criteria
  - C. By excluding all projects with potential benefits
  - D. By selecting projects based solely on cost
21. What is the purpose of preparing a Request for Proposal (RFP)?
- A. To exclude contractors from participating in the project
  - B. To communicate informally with contractors
  - C. To enable contractors to understand customer expectations and prepare thorough proposals
  - D. To avoid providing detailed information about the project
22. Which of the following is **NOT** typically included in an RFP?
- A. Statement of work (SOW)
  - B. Instructions for the format and content of contractor proposals
  - C. Customer requirements
  - D. Contractor's budget proposal
23. What is the initial phase of the Event Project Life Cycle?
- A. Proposing a solution
  - B. Performing the project
  - C. Identifying needs, problems, or opportunities
  - D. Terminating the project
24. What typically ends the phase of Needs Identification in the Event Project Life Cycle?
- A. Development of a Request for Proposal (RFP)
  - B. Issuance of a Request for Proposal (RFP)
  - C. Group consensus on project selection
  - D. Evaluation of various needs or opportunities
25. How are proposals solicited in the event project life cycle?
- A. By providing information selectively to favoured contractors
  - B. By advertising in certain business newspapers
  - C. By holding secret meetings with selected contractors
  - D. By sending each contractor a Request for Proposal (RFP) and occasionally holding a bidders' meeting

26. What is the primary purpose of building relationships with customers and partners in the proposal process?
- A. To create unnecessary conflicts
  - B. To establish a foundation for successful funding and contract opportunities
  - C. To delay the proposal submission process
  - D. To avoid any interaction with potential clients
27. What is the purpose of developing a winning proposal?
- A. To provide a technical report
  - B. To convince the customer that you are the best solution provider
  - C. To confuse the customer with complex language
  - D. To hide the unique factors that differentiate you from competing contractors
28. What is a key factor to consider in the bid/no-bid decision process?
- A. Reputation
  - B. Number of non-winning proposals
  - C. Length of the proposal
  - D. Budget
29. What is typically included in the Management Section of a proposal?
- A. Technical understanding of the problem
  - B. Proposed approach or solution
  - C. Description of work tasks and project schedule
  - D. Labor, materials, and subcontractors
30. What should contractors be cautious of in pricing considerations?
- A. Overpricing or under-pricing the proposed project
  - B. Ignoring the customer's budget
  - C. Overstating the value of the project to the contractor
  - D. Underestimating the reliability of cost estimates

**SECTION B**

**(30 Marks)**

There are **THREE (3)** questions in this section. Answer **ALL** questions in the answer booklet.

**QUESTION 1**

**(4 Marks)**

What is the definition of event and event management?

**QUESTION 2**

**(12 Marks)**

Define the concept of SMART objectives and explain each of the SMART criteria for event management.

**QUESTION 3**

**(14 Marks)**

Describe the **SEVEN (7)** stages of event planning in detail with elaboration on the importance of each stage in ensuring a successful sports event.

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**\*\*\* END OF QUESTION PAPER \*\*\***