



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	SPORTS EVENT MANAGEMENT
COURSE CODE	RSPR1193
DATE/DAY	25 JUNE 2024 / TUESDAY
TIME/DURATION	02:00 PM - 04:00 PM / 02 Hour(s) 00 Minute(s)

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. What is the primary purpose of building relationships with customers and partners in the proposal process?
 - A. To increase competition among contractors
 - B. To establish a foundation for successful funding and contract opportunities
 - C. To limit communication with potential clients
 - D. To avoid engaging with past and current customers

2. What is the primary goal of developing a winning proposal?
 - A. To provide a technical report
 - B. To convince the customer that you are the best solution
 - C. To increase the length of the proposal
 - D. To confuse the customer with technical jargon

3. Which section of the proposal typically includes information about labour, materials, and subcontractors?
 - A. Technical Section
 - B. Management Section
 - C. Cost Section
 - D. Proposal Submission Section

4. What type of contract provides low risk for the contractor but high risk for the customer?
 - A. Fixed-price contract
 - B. Cost-reimbursement contract
 - C. Non-disclosure contract
 - D. Bonus/penalty contract

5. What is the primary purpose of dividing and subdividing the event project during planning?
 - A. To increase the complexity of the project
 - B. To confuse the project team
 - C. To clearly define specific activities to be performed
 - D. To decrease the involvement of the project team

6. What is the purpose of developing a baseline plan in event project planning?
- A. To overrun the project budget
 - B. To ensure the project objective is only partially satisfied
 - C. To provide a foundation for successful project completion
 - D. To avoid involving the project team in planning
7. What is the primary goal of risk identification in event project management?
- A. To eliminate all risks entirely
 - B. To determine the likelihood of risk occurrence
 - C. To encourage discussion of risks among the project team
 - D. To increase the complexity of the project
8. What does risk response planning involve?
- A. Developing an action plan to increase the likelihood of risk occurrence
 - B. Establishing a trigger point to ignore risks
 - C. Assigning responsibility for implementing response plans to specific individuals
 - D. Avoiding any discussion of risks among the project team
9. What is the purpose of monitoring risk throughout the event project?
- A. To avoid identifying new risks
 - B. To ensure no changes occur in the likelihood of risk occurrence
 - C. To regularly review and update risk assessments
 - D. To discourage discussion of risks among the project team
10. What is the purpose of a contingency plan in risk response planning?
- A. To avoid all risks entirely
 - B. To address risks after they occur
 - C. To establish trigger points for risk implementation
 - D. To provide predefined actions if risk events occur
11. What are the four distinct stages in event planning?
- A. Conception, Organization, Execution, Assessment site analysis
 - B. Planning, Preparation, Presentation, Evaluation
 - C. Idea, Feasibility, Strategy, Event
 - D. None of the above
12. What is the bidding process for hosting an Olympic event?
- A. A competition among cities or countries to host the event
 - B. A negotiation between event organizers and potential sponsors
 - C. A selection process for event volunteers
 - D. None of the above

13. 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
14. 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
15. 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
16. 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
17. 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
18. 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

19. 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
20. 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
21. 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
22. 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
23. 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
24. 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

25. 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
26. 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
27. 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
28. 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
29. 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
30. 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

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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