



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_1 EXAMINATION**

**Course Code: MKT 309**

**Course Title: Event Management**

**Credit Unit: 2**

**Instructions:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each.**
- 4. Present all your points in coherent and orderly manner.**

**Time Allowed: 2 Hour.**

**Question 1:** Read the case study and answer the following questions.

Event type: Political event

Event name: All Progressives Congress (APC) membership registration

This is a political gathering being of the ruling party in Nigeria. It requires registration of members and revalidation till 31<sup>st</sup> March 2021; in all the 36 states. The aim of the event is to increase the overall number of party members considering the fact that, politics is all about number. This might bring on board young people that will move away from mainstream forms of political engagement to create forms of political practice that make greater use of creativity, participation, and activism in their design to change the country.

- As an Event manager, identify specific challenges of this political event.
- what examples of political events at the activist level can you find in your town/city, Local Government Area, State or Country? What can event managers learn from these events in terms of audience participation, marketing, and social media? What could students of events management and professional event managers contribute to the growth and development of such events?

**Question 2.** Organisations that produce events are now categories into three namely, public, private and third sector. Mention and discuss the role that public sector plays in the Event industry.

**Question 3a:** Itemize multichannel used for communication in events.

- Outline the Procedures to be followed in conducting an event.

**Question 4:** MKO Abiola stadium has been selected as a venue for the forthcoming Olympic game. Highlight the guidelines to be followed while conducting this sport event.