



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

Course Code: MKT309

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 Hours

Question 1

- (a) Explain the term “event” from the multimedia viewpoint. **2 marks**
(b) Identify and explain ten types or categories of events that can take place. **10 marks**
- Elaborate on the steps to be followed to organize an event. **12 marks**
- State the characteristics of events. **6 marks**

Question 2

- Discuss at least eight policies applicable to event management. **12 marks**
- (a) What is public relations? **2 marks**
(b) Why is public relations considered important in events management? **6 marks**

Question 3.

- What are the reasons for preparing a budget for a planned event? **10 marks**
- Identify the factors which are considered when preparing an event budget. **8 marks**
- Mention the rules that guide event budget preparation process. **2 marks**

Question 4

- Explain the term “corporate events” **2 marks**
- Identify and explain at least twelve arrangements which a corporate event manager and his team must make to facilitate the achievement of the event’s success. **18 marks**

Question 5.

- What constitutes the process of brainstorming in events management? **7 marks**
- Mention four advantages and four disadvantages of brainstorming. **8 marks**
- State at least five shapes and sizes that tables can be organized in an event’s venue. **5 marks**