



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_2 EXAMINATION**

**Course Code: MKT309**

**Course Title: Events 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 1a.** Name and identify a type of Event you attended recently. **(10marks)**

1b. Analyse the Event using SWOT Strategic planning tool. **(7marks)**

1c. You have been nominated as Event director in your village community group in the city of resident; explain the six steps you will use in the analysis of the previous event. **(7marks)**

1d. Explain the Five C's of Event Management. **(6marks)**

**Question 2:** As an Event Manager, mention and explain the event management policies to be followed in conducting your next event. **(20 marks)**

**Question 3a:** As an Event Manager, you won a contract from Osun state government to organize the forthcoming Osun osogbo cultural festival. Explain the process you will follow to plan this event. **(10 marks)**

3b. Assuming you also plan to host this Osun osogbo cultural festival **virtually** due to Covid-19, highlight how you intend to manage the virtual event (using computers). **(10marks)**

**Question 4:** Outline the principles for holding an event. **(20marks)**