



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2019\_1 EXAMINATION**

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**COURSE CODE: MKT309**

**CREDIT UNIT: 3**

**COURSE TITLE: EVENT MANAGEMENT**

**TIME ALLOWED: 2<sup>1/2</sup> HOURS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other three (3) questions**
  - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
  - 3. Present all points in coherent and orderly manner**
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**Question 1a** Event managers must be able to apply project management skills in developing social or business events such as formal parties, conferences, festivals, concerts, ceremonies, or conventions for their clients. Events creation is of great value to organisations because of the opportunity it offers in promoting their business. The more popular a company's brand is, the easier it becomes for the company to launch new products to prospective customers.

- (i) Clearly, discuss the Five C's of Event Management **(5 marks)**
- (ii) Who are the key decision makers when conducting an event for organization? **(5 marks)**

**b.** Communication is one of the essential attributes of an effective event planner. Achieving success in event management is multifaceted, it is much more than just communicating with the team as there are many challenges that need to be tackled for a perfect event to be hosted. Effective speaking and communicating with people are skills that take time and practice, and it is one of the important traits that managers require in event management and planning. Event budgeting is also important in determining the event scope and scale to be afforded by the planner. This helps the organization stay within her budget and prevent her from incurring debt.

- (i) Examine the communication strategies that must be put in place in order to achieve successful event management. **(3 marks)**

(ii) Describe what an event manager should consider when preparing budget for an event.

**(4 marks)**

c. An event planner normally has a lot of idea on his mind that may help in weathering the storm of event planning. He may want to engage in many activities at the same time, like running marketing campaigns, venues to book, sponsors to secure, working with a client or teams and which media to use. For all these activities to be successfully accomplished he would need to brainstorm.

(i) Define Brain storming as it relates to Event Management. **(2 marks)**

(ii) Explain the basic steps to follow in process of Brain Storming. **(6 marks)**

### **Question 2**

Computer Aided Event Management can be described as the use of information technology to effectively manage event. It is not a surprise that many event planners do not utilize the new information technology despite the fact that they are familiar with some of them. This results in not enjoying the benefit this opportunity offers to them. It is believed that the sooner the event planners embrace these technological options, the better their events will be.

Expatiate on the advantages that computer aided event management may offer to Event Planners.

**(15 marks)**

### **Question 3**

Media relations is considered as very important to every business. This probably explains why it is regarded as a vital part of public relations. Many organizations have problem in differentiating between marketing, direct advertising and media relations. Today most business plan to get free media coverage without spending too much money on advertising.

Discuss the various types of Media Used in Public Relations. **(15 marks)**

### **Question 4**

It has been observed that many SMEs don't organise corporate events or see events as part of their core business function. The fact remains that digital marketing can be effectively utilized by SMEs and other forms of business organisation to reach new customers and sell their products.

They can also send press release, or hire PR consultants to give them press coverage. These organisations can as well organize drinks for their staff during weekend or on holidays in order to increase their staff retention. All these are good examples of corporate events that work.

- (i) Itemize the major types of corporate events organized by Nigerian Organisations. **(5 marks)**
- (ii) What are the purposes for organizing these types of corporate events? **(10 marks)**

### **Question 5**

Event Managers should prepare a post event report for their clients. This serves as an essential part of a corporate event that was organized by the planners and managers. The reports of corporate events provide the clients valuable insights as to how effective the event was actually conducted. The reports also help the event planners think of how they will organize other corporate events in the future.

- (i) Distinguish between financial and narrative reporting **(4½ marks)**
- (ii) Examine the key contents of corporate events report. **(10½ marks)**

### **Question 6**

Health and safety have become the top priority issues in corporate events planning. The event organizers owe a duty of care to both attendees and staff of the organization for which an event is organized. There is need to pay more attention to health and safety issue for larger events than smaller events, so reasonable steps should be taken to prevent harm done to anyone. It is therefore, important for organisers to identify potential hazards and take necessary steps in averting its occurrence. Discuss the key areas that need to be considered in providing Safety and Security for corporate events. **(15 marks)**