



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP 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 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

- 1 (a). Your event management company has been selected as one of those that are saddled the responsibility of planning the forthcoming Nigeria Independence Day on October 1st 2022. Discuss in details some of the procedures you would adopt in conducting the event.
2. (a). What is event planning?
(b). List and explain six (6) principles of holding an event.
3. (a). What is an event management plan?
(b). What is service tax?
(c). Explain various multichannel used for communication in events.
4. Explain in detail the various steps involved to organize an event.
5. (a). List six (6) reasons why an event manager must budget for an event.
(b). List and explain five (5) advantages of computer aided event management.