



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023\_2 EXAMINATIONS—**

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**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)**

(b) Okon is a staff of a company and works with other staff in the company. His wages are paid according to the number of hours he works in a day. Perform an analogy of the file system using a procedural oriented language and an object oriented language on how Okon's information will be programmed for processing in a computer. [6 marks]

5(a) Create syntactically a new addition operator for the Vector class and instantiate two vector objects v1 and v2 with values of (10,16) and (4,18) respectively, add them together and give the result. [ 8 marks]

(b) Differentiate between a single inheritance and multiple inheritance [ 4 marks]

6(a) How is the standardization of Microsoft.Net accomplished ? [4 marks]

(b) Differentiate between a constructor and a destructor [ 4 marks]

(c) What are the requirements for Web services client application [ 4 marks]

**QUESTION 4:** Write short notes on the following concepts

- A. Financial Lease [5 Marks]**
- B. Financiers [5 Marks]**
- C. Venture Capital (VC): [5 Marks]**
- D. Financial Market Depth [5 Marks]**

**QUESTION 5:** The “organized” stock market can be classified into Primary market/issue (controlled by the Securities and Exchange Commission, SEC; the Secondary market/issue (controlled by the Nigerian Stock Exchange, NSE). The secondary market induces the allocative efficiency in the primary market. There are different methods/ways a firm can raise funds from the capital market but they have to satisfy the listing requirements. Enumerate these listing requirement that must be satisfied before the fund could be raise in the capital market. *[20 Marks]*