



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024 1 EXAMINATION

COURSE TITLE: EVENT MANAGEMENT

COURSE CODE: MKT 309

CREDIT: 2 UNITS

**INSTRUCTION: Answer question ONE 30marks and any Other TWO Questions
20marks each**

TIME: 2hours

Question1.

- a. Justify with ten (10) valid points the duties of the event manager 10marks
- b. Explain five (5) demerits of Brainstorming. 5marks
- c. Mention and discuss fifteen (15) Procedures to follow in conducting an event. 15marks

Question2.

State and appraise eight (8) steps in developing a record-keeping system.

20 marks

Question3.

- a. Enumerate ten multi-channels used for communication in event planning. 5marks
- b. List the content of an event budget 5marks
- c. State and explain five types of writing assignments handled by Public relation professionals 10marks

Question4.

Highlight and discuss eight distinct steps in developing Public Relation Strategies

20marks