



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2024\_2 EXAMINATION**

**COURSE TITLE: EVENT MANAGEMENT**

**COURSE CODE: MKT 309**

**CREDIT: 2 UNITS**

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

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**TIME: 2hours**

Question 1.

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|---|----------|
| a. Briefly define event management according to Phillip Kotler              | 1 marks  |
| b. List any ten (10) professionals that are involved in conducting an Event | 5 marks  |
| c. List and explain eight (8) types of Corporate Event                      | 24 marks |

Question 2.

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|---|----------|
| a. Justify with at least ten (10) valid points the functions of an event planner. | 10marks  |
| b. Discuss ten (10) advantages/ benefits of Record Keeping                        | 10 marks |

Question 3.

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|---|---------|
| a. Explain the importance of Public relations         | 6 marks |
| b. Enumerate and Explain the process of Brainstorming | 14marks |

Question 4

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| a. What is SWOT analysis in event management                         | 2marks  |
| b. Enumerate and discuss the steps involved in the Analysis of Event | 18marks |