



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2019\_2 EXAMINATION**

**COURSE CODE: MKT 309**

**CREDIT UNIT: 2**

**COURSE TITLE: EVENT MANAGEMENT**

**TIME ALLOWED: 2 HOURS**

**Instruction: 1. Attempt question number one (1) and any other two (2)**

**2. Question number one (1) is compulsory and attracts 30 marks,  
while any other three questions attract 20 marks each**

**3. Present your answers and points in a clearly and orderly manner**

**QUESTION 1**

**a. There are different types of occurrences in life communicating diverse messages to its target audience. Briefly discuss the following types of events: -**

- i. Social events (2 marks)**
- ii. Political events (2 marks)**
- iii. Entertainment events (2 marks)**
- b. What is emergency Management? (2 marks)**
- c. Highlight five (5) characteristics of events (5 marks)**
- d. Explain five (5) advantages of computer aided event management. (10 marks)**
- e. Describe the process of brainstorming (7 marks)**

**30 mark**

**Question 2**

- a. The process of carrying out the analysis of an event requires certain steps; highlight and explain the steps involved. (15 marks)**
- b. List five disadvantages of brainstorming (5 marks)**

### **Question 3**

a. A & T Company is organizing a seminar for her staff, and employed you as her corporate event planner. Describe the fundamental steps you will take in creating a budget for the event.

**(12 marks)**

b. What is Public Relation?

**(2 marks)**

c. The budget of any event should be prepared based on some few considerations by the event manager. List those consideration.

**(6 marks)**

### **Question 4**

a. Managing a media is not just what you do without a guide if an event is to be successful, some various steps need to be followed to ensure proper management. Explain the steps involved.

**(14 marks)**

b. E the importance of public relation writing.

**(6 marks)**

### **Question 5**

a. Discuss the following types of corporate events: -

i. Seminars and conferences

**(5 marks)**

ii. Executive retreats and incentive programs

**(5 marks)**

iii. Team building events

**(5 marks)**

b. Highlight five (5) reasons for corporate entertainment.

**(5 marks)**