



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION

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 1.

You are to read the case study below and answer the following questions;

Galaxy pizza is one of the biggest pizza chain restaurants in Nigeria, with over 600 branches in different states nation-wide. The company boasts of sourcing it's meat and chicken from the most organic farms in Nigeria. One of its sources, Kaisha Farming Industries, was recently accused of injecting its chickens with growth hormones to make them bigger, which basically does not make them organic. This has caused a huge backlash on Galaxy pizza.

- As the Public Relations manager of Galaxy Pizza, state and explain the PR strategy that you would use to tackle this crisis. (15 marks)
- With the wide array of media tools, state the most effective tool you would utilize to pass your message on your issue and explain why you chose them. (10 marks)
- State the importance of Public Relations. (5 marks)

Question 2.

- Explain the concept of Event Management.
- State and discuss the Five C's of Event Management. (20 marks)

Question 3.

You have been hired to plan an internal awards ceremony for a bank in Nigeria. Using the procedure for conducting an event, explain how you will plan the event. (20 marks)

Question 4

- a. Covid-19 has affected the way events are currently conducted globally. As an event manager, highlight how you will manage a virtual event (using computers) (15 marks)
- b. State five advantages of running an event virtually. (5 marks)

Question 5

- a. Discuss the term Media Management. (5 marks)
- b. There are various steps in which a company has to take in order to manage media. Identify and discuss them. (15 marks)