

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

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**COURSE CODE: ENT811**

**COURSE TITLE: E-Business & Event Management**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question one (1) and any two (2) questions; THREE questions in all**

**3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½Hours**

Question 1

(a) Describe the basic characteristics of events

(b) Highlight the functions of an Event manager of your choice event within your locality.

(c) What are the relationships between the events industry and the education sector?

2. Society is made to understand the role internet plays in its success and growth, in line with the above statement, discuss how internet is use as a business driver in today's environment.

3. Mobile communication has come to stay, bringing in several advantages in todays business environment. Discuss the benefit which mobile communication brings to business environment.

4. As an entrepreneur, discuss the benefit of telecommunication in an e-business set up.