

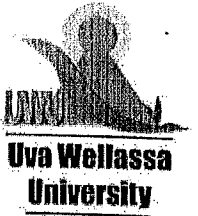
**Uva Wellassa University**

**Faculty of Management**

**Degree of Bachelor of Business Management in Hospitality Tourism and  
Events Management**

**FOURTH YEAR FIRST SEMESTER EXAMINATION – DECEMBER/ JANUARY 2017**

**HTE 441-2 Best Practices of Events Management**



**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Six (06) Essay  
Time allocation : Two (02) Hours  
Marks allocated : 100 Marks

Index Number:

Answer any **four (04)** questions.

01. Sri Lanka is one of the few countries with a very vast and rich cultural diversity. Sri Lankan culture itself is a very unique and thereby contributes to the Sri Lankan identity.

I) List down five (05) cultural events celebrate in Sri Lanka. (05 Marks)

II) Discuss the potentials and the role of cultural events in promoting events industry in Sri Lanka. (20 Marks)

02. There are many important elements involved in planning events.

I) List down five (05) important areas to be considered in an event feasibility test. (05 Marks)

II) Briefly describe the market screening process in the event planning. (05 Marks)

III) Discuss the importance of carrying out an event feasibility study for an event. (15 Marks)

03. Ensuring the overall safety of an event is the sole responsibility of the event safety officer.

Discuss the role of an event safety officer. (25 Marks)



04. Recently catering services have grown much in demand. Many people have need for catering service for various reasons.

I) Name five (05) reasons for customer dissatisfaction in the food services industry.

**(05 Marks)**

II) Explain three (03) key influential factors for people to hire outside catering for events.

**(20 Marks)**

05. A green event planner considers sustainability at all stages of the event planning.

Discuss any three (03) factors to be considered in sustainable event planning. **(25 Marks)**

06. Write short notes on the following.

I) Role of Entertainment and Publicity Committee

**(12.5 Marks)**

II) Explain the Michael Porter's five forces model

**(12.5 Marks)**