

Uva Wellassa University

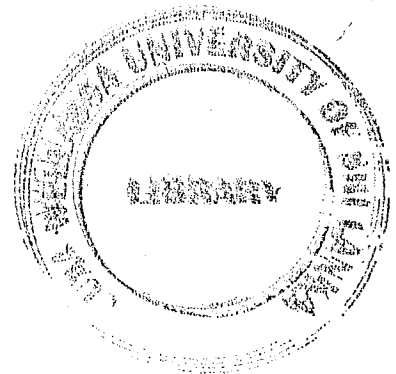
Faculty of Management

**Degree of Bachelor of Business Management (BBM) Hospitality, Tourism & Events
Management**



THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/ JANUARY 2017

HTE 342-2 Events Planning and Management



Part - B Essay Questions

Answer only three (03) questions including question number 01 in Part B

Marks Allocated: 70 Marks

01. Event planning is the process by which design events and shapes various actions in order to achieve successful events.

- i. Briefly explain the various styles of planning. (10 Marks)
- ii. Explain the event management process. (10 Marks)
- iii. Describe the steps to be followed in the planning procedure in events. (10 Marks)

(Total Marks 30)

02. An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion.

- i. Explain the reasons for holding events. (10 Marks)
- ii. "Events are often categorized by their size and scale." Briefly explain with examples. (10 Marks)

(Total Marks 20)

03.

- i. The process of setting up an organization follows a number of steps. Explain these steps. (10 Marks)
- ii. "Event organizing is a challenge which is dependent upon several critical success factors." Do you agree? Justify your answer. (10 Marks)

(Total Marks 20)

04. "Whether you are marketing a complete convention or a stand-alone awards banquet, all of the 3 Es of event marketing are critical to the continuing success of any event."

i. Briefly explain 3 Es of events marketing. (10 Marks)

ii. "Well targeted, cost-effective advertising can make the success or failure." Explain the benefits of a successful advertising campaign. (10 Marks)

(Total Marks 20)

