



Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management

THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY / FEBRUARY 2016
HTE 342-2 Events Planning and 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 four (04) questions, including question number one (01).

01. "In events planning, selection of the date and the time are two crucial factors for the success of any event." Do you agree with this statement? Justify your answer with sufficient examples. (25Marks)

02. The event process is mainly consist of three major steps namely, pre event, during the event and the post event. Describe the different activities, coming under the above three steps. (25Marks)

03. Choosing a venue is one of the most crucial decisions that event professionals have to take at the beginning. Because 'the venue can make or break the event'.
 - i) Explain the key factors that taken into account in event venue selection. (15Marks)

 - ii) Briefly explain the constraints for in-door and out-door events. (10Marks)

04. Event marketing is one of the fastest growing fields in marketing and advertising today.

- i) Briefly explain the five (05) Ps of events marketing. (10Marks)
- ii) Trademark is one of the most efficient commercial communication tool in marketing. Explain the key factors that need to be considered in designing a trademark? (15Marks)

05. Major sports and entertainment events gained a significant importance in the modern societies and economies.

- i) Distinguish between the cultural events and personal events. (10Marks)
- ii) Explain the social and economic impacts of mega events. (15Marks)

06. Events risk factor analysis will help to identify the potential risk related to the particular event.

- i) What is Risk Management? Explain Briefly. (05Marks)
- ii) Explain the areas of consideration in risk factor analysis. (20Marks)

