

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
FOURTH YEAR FIRST SEMESTER EXAMINATION – JUNE / JULY 2017
HTE 441 - 2 Best Practices of Events Management



Instructions to candidates:

No. of pages : Three (03)
No. of question : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Answer four (04) Questions including Question number one (01).

- 01.** A Green Event Planner considers sustainability at all stages of the event planning and imparts it as an experience for attendees.

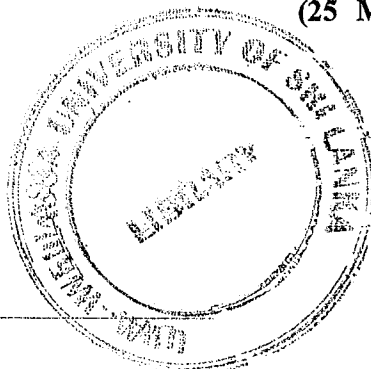
- I. List down five (05) principles coming under green event planning. **(05Marks)**

A green event is not simply limited to reutilizing alone; it goes beyond that by taking a “whole systems” approach.

- II. Discuss four (04) key consideration areas in the sustainable event planning process. **(20Marks)**

- 02.** Event management is challenging from an operational point of view, as we need to consider number of factors and aspects with regard to planning. However, effective planning is concerned with prevention of hazards and risks through identifying, eliminating and controlling.

- I. Discuss any five (05) elements coming under operational phase in special event planning with suitable examples. **(25 Marks)**



03. Identifying the right target market for an event is essential for the utmost success and smooth running of the event. Having clear targets will help to select the correct strategy, promotion, price and place.
- I. Describe the five (05) stages of the market segmentation process with suitable examples. **(15 Marks)**
 - II. Briefly explain about the geographic segmentation and demographic segmentation. **(10 Marks)**
04. "Food & Beverage industry heavily depend upon the customer feedback".
- I. Discuss any five (05) factors that effect on meal experience of a customer. **(15 Marks)**
 - II. Briefly explain four (04) main aspects of food service. **(10 Marks)**
05. A special events planner plays a vital role from concept to delivery. To the utmost success of the special events it needs different types of committees and also must ensure that the task scheduling has taken place properly.
- I. Discuss the different roles and responsibilities that are usually assigned to the committees of advisory, entertainment and publicity, and invitation and hospitality. **(15 Marks)**
 - II. Briefly explain the importance of conducting a post event debriefing. **(10 Marks)**

06. Product launching plan should reflect that have been utilized all the resources in developing the product.

- I. Explain the Dos and Don'ts in selecting a strong Trade Mark. (10 Marks)
- II. Describe three (03) different methods of evaluating the effectiveness of advertising. (15 Marks)

