



Uva Wellassa University

Faculty of Management

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

3rd YEAR 2nd SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2013

HTE 342 -2 Events Planning and Management



Part C – Essay Questions

Total Marks for Part C 50

Answer **three (03)** questions including question number **One (01)** from Part C

01.

- a) Briefly explain the meaning of venue.
- b) What are requirements when analyzing a venue or a site?
- c) What are the technical requirements for a conference?
- d) What are the key skills required for an event manager? (20 marks)

02. Discuss the main points to be considered when developing a bid document for an event. (15 marks)

03. Analyze the key elements to be remembered when planning / designing a conference. (15 marks)

04. "The most important factor when organizing an exhibition is to establish buyer / seller interaction "
Discuss the strategies you would use to accomplish the above statement (15 marks)