

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
SECOND YEAR FIRST SEMESTER EXAMINATION – JULY/ AUGUST 2016
HTE 231-2 Events Planning



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. Any event has three main phases, namely the pre event, during the event and post event activities.

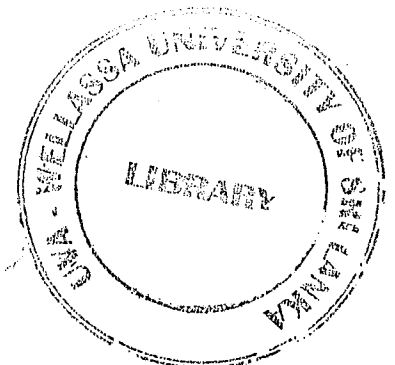
- I). List down five (05) pre and post event activities separately. (05 Marks)
- II). Discuss the importance of carrying out last minute checks at events. (20 Marks)

02. Event feasibility test assesses the practicality of undertaking a particular event.

- I). Name five (05) duties of an event manager. (05 Marks)
- II). Discuss four (04) main consideration areas coming under the event feasibility test. (20 Marks)

03. The location, facilities, safety, surrounding and the community are some of the main consideration areas in event venue selection.

Do you agree with this statement? Justify with suitable examples. (25 Marks)



04. There are pros and cons of both indoor and outdoor venue events.

Explain both advantages and disadvantages of indoor events and outdoor events.

(25 Marks)

05. Special events have their own uniqueness to distinguish themselves.

Discuss the different characteristics between personal events and cultural events.

(25 Marks)

06. Suppose that *National Hospitality School of Colombo* is going to organize their annual Tourism Seminar at the Uva Wellassa University-Badulla.

I). Discuss both advantages and disadvantages of hiring academic venues for different events. **(20 Marks)**

II). List down five (05) benefits that could be gained if they organize this event at a hotel. **(05 Marks)**