

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII) Examination -
July, 2018

HLM 2206 – Event Management

Two (02) Hours

Answer any Four (04) Questions

1. Event planning is the most important phase in Event Management. The event manager plays a vital role in an event and professional Event Management is a highly demanded career in countries such as Australia and New Zealand.
 - i. Define the terms “Event Planning” and “Event Planners” in Event Management. (03 Marks)
 - ii. Identify five (05) steps of the event planning process. (05 Marks)
 - iii. List down the key characteristics of a successful Event Manager. (05 Marks)
 - iv. Explain the activities you should carry out in the planning process of Event Management. (12 Marks)

(Total 25 Marks)

2. Risk is inherent in Event Management where getting adequate safety and emergency precautions are considered as must factors. It is extremely important for event organizers to have an emergency plan in advance.
 - i. Explain the following terms;
 - a) Event Safety
 - b) Emergency Planning(04 Marks)
 - ii. Identify the elements of an Emergency Plan. (04 Marks)

iii. Knowing what to do in an emergency situation is really important. Explain the planned set of actions to be taken by the event planners in such a situation.

(07 Marks)

iv. Discuss all the activities included in a Risk Audit using an example.

(10 Marks)

(Total 25 Marks)

3. Planning an event requires much attention to detail, scheduling, organization and follow up. Presenting a well formatted event proposal subliminally shows your potential client, that you are equipped with the skills they are looking for.

i. Identify the elements of an Event Proposal.

(05 Marks)

ii. Describe the purpose of preparing an event proposal.

(10 Marks)

iii. Selecting a venue for an event is the preliminary task of any event. Discuss the process involved with venue selection.

(10 Marks)

(Total 25 Marks)

4. "Events are a way to win media over and could be treated as an alternative for advertisement".

i. Critically evaluate the above statement.

(05 Marks)

ii. Explain the steps involved in creating a promotional campaign for an event.

(10 Marks)

iii. "Social media has become a powerful mode of event promotion". Today most of the event planners and hosting organizations are using social media to promote their events.

Identify different social media tools that can be used to promote an event and explain advantages and disadvantages of using social media for event promotions.

(10 marks)

(Total 25 Marks)

5. MICE tourism is one of the main income sources for many countries today. Due to so many reasons, many countries promote MICE tourism rather than leisure tourism. Especially countries like Singapore, Thailand, Malaysia, USA and Australia had identified MICE as a huge potential industry for the growth of their countries.

i. Explain what is meant by MICE tourism.

(03 Marks)

ii. Discuss the benefits and values of MICE tourism to a country.

(05 Marks)

iii. Describe the MICE planning process and identify different organizational goals/objectives when planning a MICE Event.

(10 Marks)

iv. Discuss the barriers faced by Sri Lanka in promoting the MICE industry.

(07 Marks)

(Total 25 Marks)