

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII) Examination 2017

HLM 2206 Event Management

Two (02) Hours

Answer **Four (04)** Questions Only

1.
 - i. Define the terms “Event” and “Event Management”? (05 Marks)
 - ii. Describe types of events (in terms of the size) with examples and explain the economic, corporate and cultural significance of each event type. (10 Marks)
 - iii. Discuss the role of event proposal in dealing with different challenges of a major event. (10 Marks)

(Total 25 Marks)

2.
 - i. State FIVE tasks of an event manager. (05 Marks)
 - ii. Assume that you have been appointed as the event coordinator of an International Conference/Seminar scheduled to be held in Sri Lanka. Briefly explain the factors to be considered in evaluating the suitability of a venue for the event. (10 Marks)
 - iii. Discuss the significance of SWOT analysis of an event with appropriate examples. (10 Marks)

(Total 25 Marks)

3.
 - i. Identify FIVE risks associated with an event. (05 Marks)
 - ii. Explain how you could use 5 W’s concept in the planning stage to minimize the risk associated with an event with relevant examples. (10 Marks)

- iii. Identify THREE stages of an event and explain activities which you need to carry on, in each stage to have a successful event? (10 Marks)

(Total 25 Marks)

4. i. Identify how you could use marketing mix to promote an event effectively to the target audience. (05 Marks)
- ii. Identify different target groups of an event and explain the role of event marketing to ensure the participation of each target group. (10 Marks)

- iii. SUNLANKA is one of the leading solar energy providers in Sri Lanka. In order to increase the awareness of their target audience, they are planning to have a Conference and Energy Forum in Colombo.

Assume you are the Event manager of BlueArc Events, who specialized in organizing corporate events. The client asked your company to organize this conference and forum. Explain how you could use digital and social media to increase the awareness and number of participants of this event. (10 Marks)

(Total 25 Marks)

5. i. Define the concept "MICE Tourism" and discuss the current situation of "MICE" in Sri Lanka? (05Marks)
- ii. Discuss the different types of advantages of "MICE" industry towards the development of a country using practical examples? (10 Marks)
- iii. "Though event management is a discipline equipped with theories and concepts, there are many practical aspects in organizing an event which significantly determine the success or failure of the event".

Discuss the validity of this statement using your knowledge in event project management. (10 Marks)

(Total 25 Marks)