

NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF ENTREPRENEURIAL STUDIES
JANUARY 2018 EXAMINATION
EXAM QUESTIONS

COURSE CODE: ENT 309

CREDIT UNIT: 2

COURSE TITLE: EVENT MANAGEMENT

TIME ALLOWED: 2 HOURS

- Instructions:**
- 1. Attempt question number one (1) and any other (2) questions.**
 - 2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.**
 - 3. Present all your points in coherent and orderly manner.**

QUESTION 1:

- a. Elaborate on the utilities of a venue that are to be planned. (15 marks)
- b. List five (5) guidelines involves in making an agreement / contract and write shortly on the Five C's of event management (15 marks)

QUESTION 2:

- a. What are the steps in developing a record keeping system? (16 marks)
- b. What are the benefits of maintaining records? (4 marks)

QUESTION 3

- a. Media management is very important for an event management firm".
Elaborate on the statement. (10 marks)
- b. Discuss extensively about one of the two types of record keeping. (10 marks)

QUESTION 4

- a. Explain the taxes applicable to event management. (10 marks)
- b. What are the types of writing tools used by event management firms for public relations? (10 marks)

QUESTION 5

- a. What are the different styles of organizing tables in an event? (10 marks)
- b. What are the advantages of computer aided event management? (10 marks)