



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS

Course Code: MKT309

Course Title: EVENT MANAGEMENT

Credit Unit: 2

Instructions: 1. Indicate your Matriculation Number clearly

2. Attempt Question 1 and any other two (2) questions

3. Question 1 is compulsory and carries 30marks while the other 2 questions carry 20marks each

4. Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

1a. Critically discuss the significance of risk and crisis management in event management, and outline the steps an event manager should take to prepare for and respond to emergencies. **(15 Marks)**

1b. What are the key characteristics of events, and why are they important in event management? **(15 Marks)**

2a. Discuss the different categories of events and provide examples for each. **(10 Marks)**

2b. What are the key characteristics of events, and how do they influence event planning? **(10 Marks)**

3. Evaluate the importance of the Five C's of Event Management in ensuring the success of an event. **(20 Marks)**

4. Critically analyse the role of event management in achieving organizational objectives and how it can be utilized as a strategic tool. **(20 Marks)**