



**NAMIPIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE:	LEVEL: 7
COURSE CODE: EMN 620S	COURSE NAME: EVENTS MANAGEMENT
SESSION: JANUARY 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	Ms. Alida Siebert
MODERATOR:	Ms. Isobel Green

THIS MEMORANDUM CONSISTS OF 2 PAGES (Including this front page)

1. Monitoring activities should take place before, during and after an event. Clarify why monitoring occurs and how these activities should be performed. (3x3+1)
2. The event program is a vital part of planning and coordinating an event and affects spectator attendance. Discuss the factors that affect spectator attendance and participation of an event. (10)
3. Potential sponsors expect a return on their investment. Elaborate on the objectives that sponsors are aiming to achieve by providing sponsorship for any event? (10)
4. Market research is conducted to assess the potential demand for the event. Name and discuss the areas in which market research should be conducted. (10)
5. "The marketing mix is a useful tool for the events marketing manager to use". Explain the above statement and then describe the 6P's of events marketing in detail. (6x2+4)
6. Event organisers look very closely at available sites and localities when evaluating destinations suitable for their events. What factors determine the suitability of a locality or site of an event. (20)
7. Critically analyse the eight (8) Forces that influence the Events Sector and indicate how it influences the event sector? (8x3)