



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BHMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: EMN 620S</b>	<b>COURSE NAME: EVENTS MANAGEMENT</b>
<b>SESSION: JANUARY 2020</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

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

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**

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**Question 1****(5x2=10)**

Market research is conducted to assess the potential demand for an event. Name and describe the areas in which market research should be conducted.

**Question 2****(4+10x2=24)**

Web marketing is one of the tools event managers can use to market their event. Define web marketing and explain the ten advantages it offers as a marketing tool.

**Question 3****(8x2=16)**

The event sector can be divided into various segments – what are these eight segments and what do they include?

**Question 4****(6x2=12)**

Volunteers are an essential part of the workforce of the majority of events. Describe the recruiting and managing of this valuable workforce in detail.

**Question 5****(6x2=12)**

Explain the roles and responsibilities of various government and semi-government event agencies?

**Question 6****(5x2=10)**

Critically discuss the five environmental considerations that should be applied as part of the event marketing cycle.

**Question 7****(8x2 = 16)**

Sponsorship within the event sector has grown over the last ten years. Discuss the eight reasons that have contributed to this growth in event sponsorship.