



**PAMIBIA 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: NOVEMBER 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST 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****(14)**

Event programming is a vital part of planning and coordinating an event. Discuss seven factors affecting and or influencing the event program.

**Question 2****(6x2=12)**

Getz highlights how most events have a "special physical dimension or setting" these can be divided onto six basic types. Explain the 6 basic types of spaces, buildings or facilities used by events.

**Question 3****(6x4=24)**

"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.

**Question 4****(7x2+2=16)**

Define ROMI and which indicators are used to measure it?

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

Discuss the challenges that face developing destinations who have focused on including events in their tourism strategies

**Question 6****(6)**

Describe the factors that determine the effectiveness of the event planning process.

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

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