



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL FIRST SEMESTER END EXAMINATION – AUG/SEP 2022

Three Hours

MKT 31513 : Event Marketing

Academic Year 2021/2022

Instructions

➤ Answer all questions.

1) Event marketing is evolving at a rapid pace as a service industry in Sri Lanka as parallel to the global trend, and many agencies enter this service industry due to the high demand and profitability.

a) Explain the key event objectives which should be accomplished by an event agency.

(05 Marks)

b) Describe the main characteristics of events over other traditional promotional mix items.

(05 Marks)

c) Briefly explain the 12 Ps in event management.

(06 Marks)

(Total Marks 16)

2) Mr. Mohan De Silva, a well-known event planner in Sri Lanka, recently stated that “if somebody has made a good event plan, he has already accomplished more than 50% of the success of the planned event.”

a) Do you agree with the above statement? Explain your answer.

(05 Marks)

b) Discuss the main factors that should be considered in the event planning process.

(05 Marks)

c) Describe the key aspects to be considered in planning high-profile events.

(06 Marks)

(Total Marks 16)

3) 'The Creators' is a recently formed event agency located in Matara. They have designed the following mission statement to communicate their services to their customers.

"We make your wedding a memorable experience at the lowest cost."

a) Evaluate the suitability of this mission statement.

(04 Marks)

b) Explain the key benefits of this mission statement.

(04 Marks)

c) Can you find any limitations of this mission statement in the context of event marketing? State how those limitations affect 'The Creators' event agency.

(04 Marks)

d) Explain the key indicators to be considered in selecting a wedding planner.

(04 Marks)

(Total Marks 16)

4) One of the popular schools located in the city of Matara is in the process of planning a carnival called 'Ruhunu-Mela' as a fund-generating activity for their school.

a) What types of risks will they encounter in organizing such an event?

(06 Marks)

b) What are your suggestions to manage the event by minimizing risks and overcoming potential hazards?

(06 Marks)

c) Do you recommend they hire an event manager? What skills should he/she possess?

(04 Marks)

(Total Marks 16)

5) Briefly explain one of the following concepts. Use examples where necessary.

a) Hallmark Events

b) Event Life Cycle

(06 Marks)

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