



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

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No. of Questions: 04
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Three Hours

3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2023

MKT 31513 - Event Marketing

Academic Year 2022/2023

Instructions

- ➔ This paper contains four questions.
- ➔ Answer all questions.

01) Sisila Enterprises, a well-established brand that imports electronics from China, distributes its products to their target customers in the Southern and Western provinces. Intending to increase customer awareness of their products, Mr. Sisila Ekanayake, the proprietor, has invited proposals from event marketing agencies to launch a promotion campaign. However, only two event marketing agencies, 'RuEvents' and 'Target', have submitted proposals. Accordingly, Mr. Sisila Ekanayake decided to call upon both event agencies for an interview and make presentations about their performance. Even though the interview was scheduled at 10:00 a.m., the representative of RuEvents arrived 10:25 a.m. He apologized for his late arrival, explaining that he had been involved in another important task. Moreover, it was noticed that some important slides about their performance were missing in his presentation. He apologized for it as well, mentioning that he had been rushed to prepare the presentation, which was why some slides were missed. In Target's presentation, they mentioned the commencement year as 2012 although they have established it in 2021. Target agency usually utilizes intern graduates for their promotion campaigns. However, they had decided not to disclose it at the interview. Mr. Sisila Ekanayake was able to reveal both of these points later from a friend. In their presentations, RuEvents had included the five Ps concept of event marketing, in contrast to Target, which focused on the five Ws.

a) Which event agency do you suggest Sisila Enterprises select to launch their promotion campaigns? Justify your answer.

(05 Marks)

b) Explain the criteria that should be considered in selecting an event agency.

(05 Marks)

c) Mr. Sisila Ekanayake advised both agencies to submit an event proposal. According to you, what elements should both agencies include in their event proposal?

(05 Marks)

d) Explain the five Ps concept of event marketing as presented by RuEvents.

(05 Marks)

e) Evaluate the importance of five Ws presented by Target.

(05 Marks)

f) Explain the special features in event marketing context as a marketing promotional tool.

(05 Marks)

(Total Marks 30)

02) Assume that you have been appointed as a member of the organizing committee to plan a carnival on Matara beach. Several government and private sector organizations have already expressed their interest in the event and declared their willingness to extend cooperation to ensure its successful implementation. Meanwhile, some organizing members suggest securing media sponsorship from a TV channel.

a) The organizing committee suggests two options for their promotions campaign: social media campaign and sponsorship from a TV channel. Which option do you recommend? Justify your answer.

(05 Marks)

b) Due to the degree of uncertainty of the environment, event organizers encounter different types of risks. Discuss the types of risks that can be faced when organizing this event.

(05 Marks)

c) Propose actions you would take to minimize those risks.

(05 Marks)

d) Identify the possible sources of revenue for the event.

(05 Marks)

(Total Marks 20)

03) a) Distinguish place events from mobile events.

(05 Marks)

b) Explain the essential steps in event management.

(05 Marks)

(Total Marks 10)

04) Briefly explain the following concepts.

a) Event Life Cycle

(05 Marks)

b) RIOL Model

(05 Marks)

(Total Marks 10)
