



**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme**

**3000 Level Semester I Examination (November/December 2021)**

**Academic Year 2020/2021**

**MKT 31513 – Event Marketing**

**Duration: Three hours**

**The question paper contains 05 questions. Answer all questions.**

- 1) (a) Identify the key features of event marketing compared to traditional marketing communication tools.

(Marks 5)

- (b) You are recruited as an intern by the RUSIRU EVENTS, a newly formed event marketing service agency that expects to organize a broad spectrum of events within Sri Lanka. The event manager of the company asked you to propose three marketable events that the company may consider investing in the next year. Name the events you would propose and explain the reasons behind your selections.

(Marks 10)

(Total Marks 15)

- 2) (a) Explain why the planning stage of an event is the most crucial for successful event management.

(Marks 5)

- (b) In designing an event, the event manager may consider the success of the event from different aspects. List the five P's of event marketing and explain why the event manager is required to consider them for the success of the event.

(Marks 10)

(Total Marks 15)

3) (a) Select a type of event and identify its sources of revenue.

(Marks 5)

(b) Events are mostly organized in uncertain environments and have the potential to generate risks due to their inherent nature. Explain the types of risks or areas that needed to be considered to overcome potential hazards.

(Marks 10)

(Total Marks 15)

4) Assume that you were recruited as an event assistant by one of the top event marketing service agencies in Sri Lanka. Seeing that you have studied event marketing as a subject in your BBA Degree, the event manager of the company expects an event project proposal from you. Briefly explain the key elements that you wish to include in your proposal.

(Marks 15)

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

(a) Event Life Cycle

(b) RIOL Model

(Marks 10)

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