

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	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 2025	<i>Three Hours</i>
<b>MKT 31513 - Event Marketing</b>		Academic Year 2024/2025
<b>Instructions</b> <ul style="list-style-type: none"> <li>➔ This paper contains five questions.</li> <li>➔ Answer all questions.</li> </ul>		

01) The Colombo International Shoe Fair, held in 2024, achieved remarkable success in terms of participation, sales, and industry recognition. The event attracted a wide range of stakeholders, including footwear manufacturers, designers, retailers, and consumers. Its success demonstrated the strong potential of Sri Lanka's footwear market. Encouraged by these achievements, the organizers have decided to expand the Shoe Fair beyond Colombo to other key regions of the country. Their vision is to establish the event as a national platform for promoting the footwear industry, supporting local entrepreneurs, and reaching wider customer segments. To achieve this expansion, the organizers are seeking a professional event management company with proven expertise. The selected partner is expected to design a comprehensive islandwide event plan and ensure the same standards of quality that made the Colombo fair a success. Accordingly, the organizers published an advertisement in a weekend newspaper calling for applications. Several applications were received before the deadline, and the organizers are now in the process of screening and shortlisting the most suitable event agencies.

- a) Explain the criteria that should be considered when selecting an event agency for this campaign. (08 Marks)
- b) The organizers selected three event agencies after the first interview and requested them to produce an event proposal for the Shoe Fair. Briefly explain the main elements that should be included in such a proposal to ensure comprehensive planning and successful execution of the event. (08 Marks)
- c) One of the main challenges in expanding the Colombo International Shoe Fair islandwide is the effective management of resources. Identify the key resources that need to be managed in organizing this event and explain why they are important for ensuring its success. (08 Marks)

d) Organizing the Colombo International Shoe Fair across multiple regions involves several uncertainties and challenges. Identify the types of risks that the organizers might face during the planning and execution of this event.

(08 Marks)

e) To minimize potential risks in organizing this event, several proactive measures need to be implemented. Propose actions that could be taken to mitigate these risks.

(08 Marks)

(Total Marks 40)

02) In event management, organizers often use a broader framework known as the 12Ps to plan and execute successful events. Identify and briefly explain these 12Ps.

(10 Marks)

03) The Event Life Cycle consists of several phases, each of which is crucial for the successful planning, execution, and evaluation of an event. Explain the different phases of the Event Life Cycle and provide appropriate examples where necessary to validate your answer.

(10 Marks)

04) Promotion and communication are essential elements in event marketing and play a key role in all three stages of an event: pre-event promotion, on-site engagement, and post-event promotion. Focusing on the post-event stage, briefly explain the promotional and communicational tools that can be used for post-event promotion and discuss its importance.

(05 Marks)

05) Musical concerts require careful planning and design to ensure success. Explain the four pillars that need to be considered when designing musical concerts as events.

(05 Marks)

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