

**BINDURA UNDIIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**PROGRAMME: DIPLOMA IN PUBLIC RELATIONS AND CORPORATE  
REPUTATION MANAGEMENT**

**EVENTS MANAGEMENT**

**PR012**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer any FOUR questions.
  2. Start each question on a new page.
  3. Each question carries 25 marks
  4. NO cell phones are allowed in the examination room.
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**JUN 2023**

**QUESTION ONE**

By illustrating your understanding around key event co-ordination principles, use practical examples to define the following terms:

- a) Special Event [5]
- b) Event Manager [5]
- c) Event Ethics [5]
- d) Risk Management [5]
- e) Leadership [5]

**[25 MARKS]**

**QUESTION TWO**

Events are complex experiences. In relation to an event (or events) of your choice, critically consider how an event manager sets out to plan for the event and what considerations he/she have to make in the process.

**[25 MARKS]**

### **QUESTION THREE**

Sponsorship within the event sector has grown over the last ten years. Discuss the reasons that have contributed to this growth in event sponsorship. [25 MARKS]

### **QUESTION FOUR**

Explain the advantages of exhibiting at a trade show (10)

Discuss the factors one has to consider before deciding to exhibit. (15)

[25 MARKS]

### **QUESTION FIVE**

Getz (2014) highlights how most events have a “special physical dimension or setting’ these can be divided onto six basic types. Explain and differentiate the 6 basic types of spaces, buildings or facilities used by events. [25 MARKS]

### **QUESTION SIX**

Music Artist Jah Prayzer was expected to perform at the VG Complex Warehouse in Gweru, end of September, 2022. The artist pulled out at the last minute according to the press. This caused numerous controversies amongst the media and stakeholders at large. With this event in mind, discuss the reasons why events fail. [25 MARKS]

**END OF PAPER**