

BINDURA UNDIERSIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

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

EVENTS MANAGEMENT

PR012

JUN 2025

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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QUESTION ONE

- a) Define the term 'event' (5)
- b) Explain the following phases of event planning:
 - i) Concept phase (5)
 - ii) Marketing phase (5)
 - iii) Coordination phase (5)
 - iv) Execution phase (5)

[25 MARKS]

QUESTION TWO

Event producers must have certain skills which will enable them to deal with a variety of situations. Discuss seven skill traits that event producer must have. **[25 MARKS]**

QUESTION THREE

- a) Explain how important is risk management for an event (10)
- b) In assessing risks at events, events can be classified as a low risk, medium risk and high risk event. Using Examples, differentiate between these three types of risk events. (15)

[25 MARKS]

QUESTION FOUR

An important element in event planning is the budget. In detail, explain five financial factors that should be considered whilst planning an event.

[25 MARKS]

QUESTION FIVE

Events are an important sector in the tourism industry and serve to enhance the promotion of a destination. Name the other sectors and describe in detail how these are linked to one another and how they contribute to the successful hosting of a mega event.

[25 MARKS]

QUESTION SIX

“The marketing mix is a useful tool for the events marketing manager to use”. Explain the above statement and then describe the 6 P’s of events marketing in detail.

[25 MARKS]

END OF PAPER