

ASSESSMENT

Total Marks: 30

- 1.** Short Questions: (8)
- i. Identify a potential target audience for an event in each of the following sectors:
 - a) Sporting
 - b) Corporate
 - c) Leisure
 - ii. Explain the importance of identifying other events in advance, which may directly compete with the one you are going to organise.
 - iii. What is customer service?
 - iv. Outline the customer service skills required by an event planner/coordinator.
- 2.** Explain the importance of the following resources required to promote an event. (5)
- a) Time
 - b) Budget
 - c) Staffing
 - d) Equipment
- 3.** Write short notes on the use of the following: (12)
- a) Radio communication
 - b) Telephone equipment
 - c) CCTV
 - d) Alarms
 - e) PA Systems
 - f) Screens, Score boards
 - g) Loud hailers

Activity (5)

Based on your experience of going to a wedding which you have attended in your locality answer the following questions:

- a) What type of event was this? Formal or informal?
- b) How many people attended and what was their back ground; were they family, friends, acquaintances, neighbours, and work colleagues- who was involved and why?
- c) Was there anything unusual about the event- such as, special costumes or a historic venue?
- d) Is the market for wedding in your locality changing? If so, how?
- e) Are these changes due to social factors, if so, what are they?