



**ELIZADE UNIVERSITY**  
**ILARA-MOKIN, ONDO STATE, NIGERIA**

**FACULTY: HUMANITIES, SOCIAL AND MANAGEMENT SCIENCES**  
**DEPARTMENT: TOURISM AND HOSPITALITY MANAGEMENT**  
**FIRST SEMESTER EXAMINATIONS**  
**2020/2021 ACADEMIC SESSION**  
**COURSE CODE: HTM 301**  
**COURSE TITLE: RECREATION AND TOURISM EVENT MANAGEMENT**  
**COURSE UNIT: 2**  
**DURATION: 2 Hours**

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**HOD'S SIGNATURE**

**SECTION A (NON ESSAY TYPE)**

Multiple Choice Questions/Fill in the Gap Questions/ True or False Questions. 60 Questions at 1/2 (0.5) mark each.

Total Marks for Section A: 30 Marks

**SECTION B (ESSAY TYPE)**

Written essays, definitions, description of concepts etc. 4 Questions, answer 3. 10 Marks each.

Total Marks for Section B: 30 Marks

**TOTAL MARKS FOR EXAMINATIONS: 60 MARKS.**

**Instruction: Answer All questions in section A, and any three (3) in section B**

**SECTION A: Multiple Choice Questions/Fill in the Gap Questions/ True or False (30 Marks)**

**Multiple Choice Questions**

1. The most important information a meeting planner can determine prior to an event is:
  - A. Past events held by the group.
  - B. Expected attendance.
  - C. The budget.
  - D. Group demographics.
2. The first area of expertise before becoming a special event consultant is:
  - A. Food and Beverage.
  - B. Catering sales.

- C. Convention Services Manager.
  - D. Marketing sales.
3. Convention center events are usually booked at least:
- A. Eighteen months in advance.
  - B. Twenty-four months in advance.
  - C. Thirty-six months in advance.
  - D. Five years in advance.
4. Event can be described to have the following attributes except?
- A. Uniqueness of experience
  - B. Tangibility experience
  - C. Short life span
  - D. Fulfilling of certain objectives
5. \_\_\_\_\_ is the second stage in the event planning process.
- A. Planning
  - B. Research
  - C. Design
  - D. Evaluation
6. Inspiring the staff is a good reflection of which type of skill?
- A. Negotiating
  - B. Leadership
  - C. Project management
  - D. Budgeting
7. ....is an event which symbolizes a sense of togetherness and bonding?
- A. Religious Event
  - B. Networking Event
  - C. Social Event
  - D. Sport Event
8. Determining where a special event should be held, what the focus should be, and its location helps answer the event planner's questions during which stage of the event planning process?
- A. Research
  - B. Design
  - C. Planning
  - D. Coordinating

9. Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process?
- A. Research
  - B. Design
  - C. Planning
  - D. Coordinating
10. Which of the following is the most popular type of event site used?
- A. Hotel/resort
  - B. Convention center
  - C. Banquet hall
  - D. Club
11. Who is the creative side of the event design industry?
- A. Event planner
  - B. Event coordinator
  - C. Event manager
  - D. Event administrator
12. An event manager must recruit personnel during which stage of an event management plan?
- A. Scheduling the event
  - B. Staging the event
  - C. Negotiating the contract for the event
  - D. Coordinating the event
13. Event managers must post signs to direct spectators while.....?
- A. Scheduling the event
  - B. Staging the event
  - C. Negotiating the contract for the event
  - D. Coordinating the event
14. Notifying local residents and businesses of traffic plans improves:
- A. Sales promotion
  - B. Community relations
  - C. Advertising
  - D. Selling

15. Threats are?
- A. Opportunities of the event
  - B. Strengths of the event
  - C. Chances for unexpected, favorable outcomes
  - D. External factors that influence the event
16. Safety risks include.....?
- A. Finance
  - B. Reconciliation
  - C. Sabotage
  - D. Negotiations
17. Event Marketing is .....?
- A. A service
  - B. A good
  - C. A product
  - D. tangible
18. Opportunities are chances for .....?
- A. Unexpected, favorable outcomes
  - B. Possible threats
  - C. Increased liability
  - D. Loss of revenue
19. Which is an example of a threat?
- A. No traffic accidents
  - B. Favorable new media
  - C. Food and beverage carts run out of ice
  - D. Poor publicity
20. Which is an example of a threat?
- A. Financial stability
  - B. Favorable newspaper article
  - C. Successful traffic flow
  - D. Economic downturn

21. External stakeholders might include:
- A. Media
  - B. Government
  - C. City agencies
  - D. All of these answers are correct
22. In order to be defined as a true profession, a profession must have:
- A. A plan
  - B. A board
  - C. A unique body of knowledge
  - D. A budget
23. Event evaluation has changed from narrow and simplistic to:
- A. Comprehensive
  - B. Complex
  - C. Comprehensive and complex
  - D. None of these answers are correct
24. Strengths and weaknesses can usually be spotted:
- A. During the event
  - B. Before the event
  - C. Before and after the event
  - D. After the event
25. Before writing your policies and procedures:
- A. Review your mission
  - B. Review your vision
  - C. Review your strategic plan
  - D. All of these answers are correct
26. One of the scarcest resources in any event organization is:
- A. Time
  - B. Money
  - C. People
  - D. None of these answers are correct
27. Event planners should demonstrate the following leadership characteristics:
- A. Integrity, confidence, and persistence
  - B. Collaborative decision-making and problem solving



- C. Autocratic decision making all the time
  - D. Integrity, confidence, and persistence, and collaborative decision making and problem solving
28. Profit equals:
- A. Revenue plus expense
  - B. Expense minus profit
  - C. Expense plus profit plus gross revenue
  - D. Revenue minus expenses
29. Cash flow is the liquidity that allows you to \_\_\_\_\_ in a timely manner.
- A. Pay your bills
  - B. Clean your office
  - C. Generate profit
  - D. Deposit your funds
30. One of the factors the event budget is based upon is:
- A. The length of time people will attend your event
  - B. The type of people who will attend
  - C. The general financial history of similar or previous events
  - D. The dining habits of your guests

### **Fill in the Gap Questions**

- 31. .... are the attributes of the project / organization which are helpful in achieving the project objectives.
- 32. The external factors which are helpful in achieving the objectives a project are known as .....
- 33. The attributes of a project / organization which are harmful in achieving the project objectives are known as.....
- 34. .... are those external factors which are harmful in achieving the objectives a project.
- 35. .... is entrusted with the task of successful conduct of an event.
- 36. ....oversee the movement, distribution and storage of goods, instruments and equipment in an event venue.
- 37. The generation of media through bundling of internally and externally generated content and its transformation into a medium is the responsibility of .....
- 38. .... policy reflects the organized path in which the work is planned and executed to achieve the desired goals.

39. ....policy entails the strategies of advertising and promoting the various events organized by the company.
40. Managing the challenges faced by the company with respect to unforeseen situations is known as .....
41. The adoption of accounting software programs by businesses to simplify record keeping, and produce meaningful reports is known as.....
42. The adoption of a simple paper-based record keeping system by some business owners is known as .....
43. ....is the process of planning a festival, ceremony, competition, party, concert or convention.
44. Events are rated according to risk to assist approving authorities and emergency responders to.....?
45. ....risk event need less surveillance, security and resources.
46. The license that is usually issued by the local authority for entertainment provided to the public is known as .....?
47. ....is one of the popular seating arrangements for groups up to 50 participants seating is usually on the outside of U.
48. The practice of managing the flow of information between the organization and its publics is known as .....?
49. .... is form of mass communication in form of printed publication?
50. A task that relates to processing media content is considered as .....?

### **True or False Questions**

51. Free writing is not a type of brainstorming. True or False?
52. The first step in event analysis is to organize the analysis meeting. True or False?
53. Local or community events are those events that are so large, affect whole economies in the global media. True or False?
54. Leadership is an interpersonal influence exercised in situations and directed through the communication process towards the attainment of a specified goal. True or False?
55. Leaders must have the ability to inspire and motivate others, particularly volunteers and must have excellent communication skills. True or False?
56. Concept is a briefly stated idea of benefit that an event, product or service could provide to customer. True or False?

57. Timing refers to both physical space where an event will be held and time between critical decision pertaining to the event. True or False?
58. Location, social, fashion and economic are the factors of event management process. True or False?
59. The second step in event planning is to develop the mission or purpose statement of the event. True or False?
60. Each event is unique and one of the key considerations is to identify the differences and how to handle it. True or False?

## **SECTION B**

- 1a. Elaborate on the importance of public relations. (2 Marks)
- 1b. What are the characteristics of events? (3 marks)
- 1c. Explain the five (5) C's of event management. (5marks)
- 2a. What is event management? (2 Marks)
- 2b. Explain the methods of record keeping and highlight three (3) advantages on each of them. (6marks)
- 2c. What is the need for event management? (2marks)
- 3a. Mention any six (6) key decision makers in event management. Explain (3marks)
- 3b. Write a note on managing technical staff. (5marks)
- 3c. Explain the meaning of public relations (2marks)
- 4a. Elaborate any six (6) of the principles of event management (6 marks)
- 4b. What is PPL? (2marks)
- 4c. Elaborate the scope of any six (6) types of event. (3marks)