



Telemark University College

Faculty of Arts and Sciences

FINAL EXAM

Course code:	2085
Course name:	Festival and Events Management
Studypoints for course:	7.5 studiepoeng
Percentage of total grade:	60%
Exam date:	December 11, 2013, 14:00-17:00
Exam place:	New York, New York
Language:	English
Number of pages incl. coverpage:	2
Special remarks:	English/english and English/Norwegian dictionary
Number of attachments:	None

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



ENGLISH:

1. (20 POINTS) What impact does someone like festival and event planner Mort Berkowitz have on a city?
2. (20 POINTS) Describe the festival or event that you created with your team. What experience did you gain from hosting your own event? If you were to have the chance to do it a second time what would you do differently?
3. (10 POINTS EACH) Answer any 6 questions out of the 16 questions below:

- What are the four stages of event development?
- Event aims are usefully broken down into specific objectives – the steps required to achieve each aim. Objectives should be SMART. Please explain.
- Why is great emphasis placed on the role of partnership between major players in event management?
- What are the five questions that must be posed and answered before any event is attempted?
- One of the best ways to manage demand in an environment of constrained capacity is to map out the visitor flow within a venue. Why is a visitor flow process chart important?
- The PDCA cycle was developed as a simple model that can be used to help managers deal with measurement in a systematic fashion. Please explain the PDCA cycle.
- All events need organized, controlled, promoted and coordinated. List five of the seven major ways events can be addressed in terms of how IT can be used.
- What are the four event-marketing research areas?
- List at least 4 of the 8 strategic roles of merchandise management.
- When considering event-catering operations what is one of the major safety factors that must be considered?
- Why are ticket sales essential?
- Why is public policy important to consider in event planning?
- Why is an economic impact evaluation important?
- What are the four key areas of a strategic approach for successful event sponsorships?
- What are three of the five advantages of a budgeting system?
- What are the two key financial statement available to people outside the company?