



**TERTIARY AND VOCATIONAL EDUCATION COMMISSION  
COMMON WRITTEN EXAMINATION – 2022**



**Cosmetology  
NVQ Level 6 Semester II Examination  
Organize Competition and Shows - 093C001M16**

- Answer any five (05) Questions.

**Time: 3 Hours**

**Total Marks: 100**

**Q 01**

**We all love to celebrate and need little reason to celebrate – whether it is winning the World Cup or the Commonwealth Games or birthdays, Graduation party, weddings etc. Nowadays organizations and institutions also hire the services of such experts to organize a variety of events. This is referred to as ‘outsourcing’. Experts who undertake this work are known as event planners or event managers. They provide consultancy and undertake all tasks right from the planning stage till the final execution of the event.**

- What are the different categories of events that can be identified within the society  
(05 marks)
- What do you mean by the event management  
(04 marks)
- What would be the major steps that can be involved in an organizing an event  
(05 marks)
- Briefly explain the process of event evaluation.  
(04 marks)
- What would be the resources that could require in organizing an event  
(02 marks)

**Q 02**

**Event theme is a meaningful reflection and interpretation of your client's goals and objectives; it acts as the elevator pitch for your event.**

- What are the major rules to remember when selecting the theme for an event  
(05 marks)
- Why is proper Event Theming is so important in an event management  
(03 marks)
- When organizing a meeting or event, site selection is a critical step in your planning process. However, you can only make a decision on your site if you know your event's objectives, target audience and available budget, What would be the major considerations in site selection for event  
(05 marks)
- Depending on your event, the weather might also affect your choice of themes. Briefly explain this statement giving examples.  
(04 marks)
- “An event needs to be managed well if it wants to achieve its goals, The role of an event manager will be critical as he/ she will have to bear the responsibility of whole event”. Justify above statement  
(03 marks)

### **Q 03**

**It is impossible for any event planner to do everything on their own so, Part of their role is to manage and coordinate all the event resources efficiently to achieve event goals effectively.**

- i). “For the success of an event both human resources and support services should be managed in a full utilized way”. Justify on this statement. (03marks)
  
- ii). For a successful event, event team members must perform their responsibilities in order to achieve their event goals and objectives. Who could be identified as human resources of an event team. (05 marks)
  
- iii). Assume that you have been appointed as the Event Manager (Team Leader) in an organizing some event related to cosmetology industry. Sketch the sample agenda which is expected to do at the event. (07 marks)
  
- iv).When planning an event, a check list will make sure that you have not missed any task. Imagine that you are organizing a mini workshop for students regarding Advanced make-up techniques. Prepare a check list for that event. (05 marks)

### **Q 04**

**Developing promotional plan for an event is an important aspect of event planning as well as Event promotion represents all of the activities that the event organizers would engage in to make their event accessible to their target market.**

- i).What are the different types of promotional materials which can be used in event promotion generally. (05 marks)
  
- ii).What are the key factors that coming under public relations in event promotion (06 marks)
  
- iii).Define the term personal selling and how could you achieve effective personal selling in event promotion and marketing (05 marks)
  
- iv).If you are approaching a sponsor you should identify your potential sponsors for that event. State how you select the most suitable sponsors for your event. (04 marks)

### **Q 05**

a).Event organizers have to be aware of what their restraints and limitations are and address as they plan for the event.

i).What do you mean by event restrain? Briefly explain. (06 marks)

ii). What can be the different types of event restrains in an organizing event (04 marks)

b).Risk assessment for an event is to look at all aspects of the event organization and planning, to look for the potential hazards that can be a danger to all attendees.

i). Outline the major steps in event risk assessment process. (06 marks)

ii). What are the potential areas of event risk assessment process. (04 marks)

### **Q 06**

**Event evaluation is an activity that seeks to understand and measure the extent to which an event has succeeded in achieving its purpose.**

i). Outline the major steps that involved in the event evaluation process (03 marks)

ii).Every event has to be evaluated and event manager should measure its outcome against the expected goals and objectives. Explain importance of post evaluation of an event (04 marks)

iii). What would be the areas of evaluation that can be encountered in event management process (04 marks)

iv). Feedback forms can be introduced as an evaluation aid. Write down three example questions that can be included in feedback forms. (05 marks)

v). What can be included in a post event report (04 marks)