

Evaluating Events

Assessment 17

Total Marks: 30

- Q.1. *Short Questions:* (16)
- i. What is meant by the term evaluation?
 - ii. Describe why it is important to evaluate the event?
 - iii. How an event can be evaluated?
 - iv. Outline some evaluation methods.
- Q.2. Outline how the following groups would benefit from evaluation data: (7)
- a) Organisers
 - b) Performers and participants
 - c) Audience / spectators
 - d) Event partners
- Q.3. What is the importance of event surveys? Outline some important survey methods, and how each one is used? (7)