

**ASSESSMENT # 8****Total Marks: 30**

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