

ASSESSMENT # 2**Total Marks: 30**

- 1.** Short Questions: (10)
- i. How is an opening ceremony for an event different from the rest of the event and why?
 - ii. Why is it important to have defined a vision before planning a meeting?
 - iii. List the main tasks that a wedding planner is required to perform.
 - iv. Explain the importance of good security measures when planning an event.
 - v. Outline the important factors that must be considered when planning a conference.
- 2.** Outline the main sectors for event planning. Provide one example of event which falls within each sector. How the planning requirements differ for different type of events? (10)

Case Study (10)

Fiona and Jason have 15 weeks to plan their wedding. They have already booked the ceremony and reception venue and now approached George, a professional wedding planner to coordinate everything else. George wants to have a meeting with them to collect information about the participants, their budget, décor, and refreshments, etc.

- a) List some questions that George will ask them during the meeting?
- b) List some of the tasks for which George can help them now?
- c) What benefits will they get by hiring George for planning their wedding?