



ICM

JUNE 2016

SPORTS MEGA EVENTS MANAGEMENT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Describe what an **event** is and the different types of sports events. [20]
 - 2. What are the key lessons learnt from the Manchester 2002 Commonwealth Games? [20]
 - 3. Discuss the positive and negative impacts of events. [20]
 - 4. Discuss the role that government plays in events and their potential economic impact. [20]
 - 5. Discuss the different internal and external uses of sporting events by the corporate sector. [20]
 - 6. List and describe the methods used by the corporate sector in measuring the return on investment (ROI) of events. [20]
 - 7. Discuss the impact of the Sydney 2000 Olympic Games. [20]
 - 8. Discuss the sustainability themes of London 2012. [20]