



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

**IN
OFFICE MANAGEMENT**

MODULE: Virtual Events Management

PAPER NO: 552/23/M05

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. Start each question on a new page.
3. Do not write your name on the answer script.
4. Each question carries 20 marks.

QUESTION 1

Discuss the factors to consider when creating event concepts and themes
(20 marks)

QUESTION 2

Outline any ten (10) methods used to collect event feedback from stakeholders.
(20 marks)

QUESTION 3

- a) State any five (5) factors required when selecting an event platform.(10 marks)
- b) Explain any five (5) factors to be considered when choosing event promotional platform. (10 marks)

QUESTION 4

Explain the roles of the following managerial positions.

- a) Project manager (4 marks)
- b) Marketing manager (4 marks)
- c) Content creator (4 marks)
- d) Event host (4 marks)
- e) Technical leader (4 marks)

QUESTION 5

- a) Discuss the duties of a co-host
 - i) Before the event (5 marks)
 - ii) During the event (5 marks)
 - iii) After the virtual event (5 marks)
- b) Outline five (5) advantages of carrying out virtual events. (5 marks)

QUESTION 6

- a) Highlight five (5) advantages and five (5) disadvantages of testing online tickets before a virtual event. (10 marks)
- b) Identify five (5) marketing strategies used when promoting virtual events. (10 marks)

QUESTION 7

- a) Identify roles and responsibilities of virtual team members. (10 marks)
- b) Elaborate any five (5) ways that can be used to stop conflict during virtual events. (10 marks)

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