Examination Period 3: 2016/17

LEI101017N

Module Title: Globalisation and the Experience Economy
Level: Four
Time Allowed: Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer all questions.
- Students are not permitted to remove this examination paper from the examination room. For all purposes the examination paper remains property of the University of Northampton.

No. of Pages: 2
No. of Questions: 4
Answer all questions

1. Pine and Gilmore (2011) argue that today’s economy is centred on experiences. Describe the rise of the experience economy.

2. Explain the five elements required for an experience to be memorable and successful (Pine and Gilmore, 2011).

3. Apply Pine and Gilmore’s (2011) theory to an experience you are familiar with.

4. Discuss any challenges faced by experiences making recommendations as to how they can be overcome.

End of Paper