

B. B. A. DEGREE END SEMESTER EXAMINATION OCTOBER 2017
SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)
COURSE: 16U3CRBBA14, INTRODUCTION TO EVENT MANAGEMENT
(For Regular - 2016 Admission)

Time: Three Hours

Max. Marks: 75

PART A

Answer all the questions. Each question carries one Mark.

1. Define 'Event Management'.
2. Who is an Event Manager?
3. What is event conceptualization?
4. What is Pre Production checklist?
5. What is a Budget?
6. What is meant by the term "layout" (1 x 6 = 6)

PART B

Answer any seven questions. Each question carries two Marks.

7. Write a short note on the scope of "Event Management"
8. Discuss in brief on "Types of Events"
9. What is mean by the term "Honorarium"?
10. What is the importance of venue in an event?
11. What is Below the Line (BTL) promotion?
12. List out qualities required for an event executive
13. What is a Gant Chart?
14. Write a short note on Expense Reimbursement.
15. What is event planning?
16. Write a short note on Expert Resources. (2 x 7 = 14)

PART C

Answer any five questions. Each question carries five Marks each.

17. How do you organize an Event? Explain
18. Explain various marketing tools that helps to promote the Event Management.
19. Explain on Event Logistics.
20. Illustrate the organisational structure of an event management firm with the help of a diagram.
21. Write a note on the scope of feedback for an event
22. Discuss the steps involved in evaluation of an event.

- 23. List any two event management firms with at least two events they have organized
- 24. Prepare a checklist and a run-sheet for conducting a trade fare of your choice. (5 x 5 = 25)

PART D

Answer any two questions from the following. Each question carries 15 Marks

- 25. What are the stages in Establishing Policies and Procedures for an event? Discuss with suitable examples.
- 26. Prepare a detailed event plan for a National level Workshop proposed to organize at your college in December 2017.
- 27. Write a note on (a) phases of staging an Event, (b) Managing People on the Event
- 28. Discuss in detail the roles and responsibilities of the event management in different events. (2 x 15 = 30)
