

B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018
SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)
COURSE: 16U3CRBBA11, INTRODUCTION TO EVENT MANAGEMENT
(For Regular 2017 Admission and Supplementary / Improvement 2016 Admission)

Time: Three Hours

Max. Marks: 75

PART A

Answer **all** the questions. Each question carries one Mark.

1. Who is an event manager?
2. What is a Schedule?
3. What is a Checklist?
4. Define event management.
5. What is meant by policy for event management?
6. What is '5W' framework?

(1 x 6 = 6)

PART B

Answer any **seven** questions. Each question carries two Marks.

7. List out the categories of logistics.
8. What is the need of a Pre-Production check list?
9. What is the scope of budget in an event management firm
10. Formulate a sample content guidelines for the participants of a conference
11. What is delegation?
12. What are the objectives of the Event?
13. What is Honorarium?
14. What do you mean by Travel Arrangements?
15. What is Gant Chart?
16. What is Reference Check?

(2 x 7 = 14)

PART C

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

17. What is a run-sheet? Illustrate with a suitable example.
18. Who all are the decision makers of an Event Management Program?
19. Prepare a sample feedback form for an event management firm
20. Write a note on the scope Human Resource Department in an Event Management Firm.
21. Discuss the role and functions of an Event Manager?
22. What are the phases of pre-planning stage of an Event?

23. Discuss the various types of Events.
24. List out the permissions required to get for organizing a Public food exhibition.

(5 x 5 = 25)

PART D

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

25. Write a note on (a) Skills required for an event manager (b) Elements of a valid contract
26. Distinguish between Local, National, and Global Events? Discuss the cultural impacts of these events
27. Why do we need Event Management firms? Discuss with examples.
28. Discuss in detail the various steps in planning an Event.

(15 x 2 = 30)
