

B B A DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U2CRBBA5 : EVENT MANAGEMENT
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define Business event.
2. List down the name of two famous Event management companies in India
3. State planning process of an event?
4. What is marketing and communication plan for an event?
5. What are the three key resource factors in an event?
6. Example for a Cultural Event?
7. Which are the various types of Event-based on nature?
8. What is Event Design?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. List down the name of various technical staff involved in an event?
10. Write a short note on the effectiveness of Successful Event Scheduling and Planning ?
11. What is budgeting in an event planning process?
12. State the relevance of requirement forms in an Event?
13. Comment on the sponsorship role in Event Management?
14. Briefly state the legal role in managing a Corporate Event?
15. What is event site logistics?
16. Write a short note on the functions of Event logistics system?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the concept of Event Management?
18. Illustrate the planning process of an event with the help of an example.
19. State the significance of identifying and locating the skilled professionals?
20. List down various professionals involved in organizing a successful event?
21. Explain the roles and responsibilities of an Event Manager?
22. Explain various steps to consider in selecting an event location?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Define Event Planning? Explain various factors for successful event planning?
24. Illustrate/Discuss the planning process of an event with an example.
25. Discuss in detail as to how travel arrangements are made in an International Seminar by describing key roles and responsibilities of people involved.
26. Define Event Manager? Explain different types of events?

(10 x 2 = 20)