

Reg. No

Name

23U233

B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U2CRBBA5: EVENT MANAGEMENT

(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is event shutdown?
2. Define Religious Event.
3. Define event planning.
4. List down the name of two famous Event management companies in India.
5. Who is an Event Manager?
6. What is selection?
7. Name the decision makers of an event.
8. What is marketing and communication plan for an event?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What are the steps involved in Event Site Selection?
10. State briefly the different types of Events in Event Management.
11. State the different roles of an Event Manager.
12. What is event shutdown and its process?
13. Write a short note on three key resource factors in an event.
14. What are the various steps involved in preparing an Event Budget?
15. List down the strength of the Event Management industry in India.
16. Write a short note on the planning and preparation stages of an event.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain various types of Event-based on formality. Give Examples.
18. Describe the means to develop content guidelines.
19. What are the functions of Event logistics system?
20. State the significance of participant tips in an event and the relevance of requirement forms in an Event.
21. Discuss the various record keeping systems that needs to be ensured by the Event Management Firm.
22. Describe the recent computer softwares used in an Event Management Industry.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the strength, weakness, opportunities and threats of Event Management industry in India.
24. Explain the role of different types of marketing communication in event management.
25. Illustrate/Discuss the planning process of an event with an example.
26. What is marketing role in an Event? Explain with the help of an example on the marketing role in managing a Sports Event.

(10 x 2 = 20)